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Culture, Tourism and the Centre for Education Statistics

Economic Contribution of Culture in Canada

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By Vik Singh
Statistics Canada

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Abstract

In this paper, we estimate and analyze the economic impact of the culture sector on the Canadian economy in more detail than ever before attempted. More specifically, this study measures the contribution of the culture sector to Canada's GDP and employment. We also analyze the individual culture sub-sectors in terms of their contributions to GDP and employment. Our results demonstrate that culture is an indispensable part of the Canadian economy, permeating and adding value across the entire economy. GDP from the culture sector amounted to more than $33 billion (3.8% of Canadian GDP), on average, between 1996 and 2001. Similarly, the culture sector employed more than half a million workers (3.9% of Canadian employment), on average, over the same period. Another important finding of our study is that employment in the culture sector grew faster than that of the overall Canadian economy during this period.

1. Introduction

In this paper, we estimate and analyze the economic impact of the culture sector on the Canadian economy. The term "economic impact" is commonly used to describe the economic contribution of an industry or activity to a country's economy. More specifically, it refers to measuring the contribution of an economic activity to the country's Gross Domestic Product (GDP) and employment. This paper calculates the economic impact of the culture sector on the Canadian economy in terms of GDP and employment contribution for the period 1996 to 2001. Furthermore, the GDP and employment contributions of individual culture sub-sectors are also calculated for the same period.[1]

The size of the culture sector is dependent on how we define it in terms of the scope of industries, goods, services and activities. The *Canadian Framework for Culture Statistics* provides us with such a construct. The framework delineates the scope of industries, goods and services that are associated with creative, intellectual and artistic activity, and, as such, provides the basis for the definition of the culture sector.[2] According to the framework, culture is defined as: "creative artistic activity and the goods and services produced by it, and the preservation of human heritage."[3] Appendix E explains the various NAICS categories which are used to select the establishments considered part of the culture sector. It should be noted that this paper estimates the economic impact of the culture sector and not of culture in Canada, i.e., it estimates GDP and employment arising from the culture sector as defined by the framework. Any GDP or employment from culture activity outside the culture sector is not estimated.

It is important to estimate the economic impact of the culture sector because, just like any other productive activity, culture has an effect on a country's economy. For example, individuals employed in the "business" of creating, producing, manufacturing and distributing culture goods and services not only increase employment but also receive income just like any other workers in the economy. This adds to the country's GDP. Likewise, both individual artists producing art, or larger organizations staging arts performances, require the input of various goods and services that must be purchased within an economy, which further adds value to the nation's overall economy.

In addition to estimating the economic impact of the culture sector on the Canadian economy, this paper aims at answering some questions related to the issue of economic impact. Is the economic impact of the culture sector on the total economy growing or declining? How does the culture sector compare with the overall Canadian economy? Which culture sub-sectors have seen a rise or decline in GDP and employment and which activities, such as creation, production, etc., have spearheaded this change? How does the culture labour market compare with the overall Canadian labour market? Are part-time employment and self-employment more prevalent in the culture sector than in the economy as a whole?

Although it is important to measure the economic impact of the culture sector, purely economic considerations can fail to reflect the social and aesthetic values that are fundamental to this sector. There are numerous studies which highlight the "social benefits" of the culture sector, including work by Melo (2002) and Dayton-Johnson (2000). Nevertheless, many of the indirect benefits of the culture sector, such as the contribution to tourism, are hard to quantify as are the indirect benefits of arts and culture organizations. For example, the existence of arts and culture organizations can contribute to a region's attractiveness, and could even be a factor in a firm's decision as to where to locate. These indirect and non-market benefits are beyond the scope of this paper.

This paper is structured as follows. Section 2 examines the impact of culture on GDP in the Canadian economy. It further provides an estimate of GDP for various culture sub-sectors. Section 3 details the economic impact of culture on employment. It also provides an estimate of employment contributions of various culture sub-sectors. This is followed by a discussion of the economic impact of culture by various types of activities (Section 4). Section 5 discusses culture GDP using the Final Demand method. Section 6 contains the conclusion.

2. Impact of culture on GDP

Gross Domestic Product (GDP) is a vital element in studying the concept of economic impact. GDP refers to the sum of the value added of all industries in a country.[4] The culture sector in Canada contributes significantly to the Canadian economy as measured by value, and as reflected in its share of GDP. GDP from culture activities amounted to more than $38 billion in 2001, an increase of 31.7% from the 1996 figure of approximately $29 billion (Table 1). The contribution of the culture sector to the Canadian economy amounted to approximately 3.8% of Canadian GDP in 2001 (Figure 1).[5]

Table 1

Culture sector GDP

	1996	1997	1998	1999	2000	2001	Average (1996 to 2001)	Percentage change (1996 to 2001)	Average annual percentage growth rate (1996 to 2001)
Total Canadian GDP at current dollars (millions)	774,404	816,763	840,473	903,750	995,219	1,022,055	892,111	32.0	5.7
GDP from the culture sector at current dollars (millions)	29,233	30,441	32,375	33,953	37,489	38,486	33,663	31.7	5.7
Culture sector GDP as a percentage of Canadian GDP	3.77	3.73	3.85	3.76	3.77	3.77	3.77		

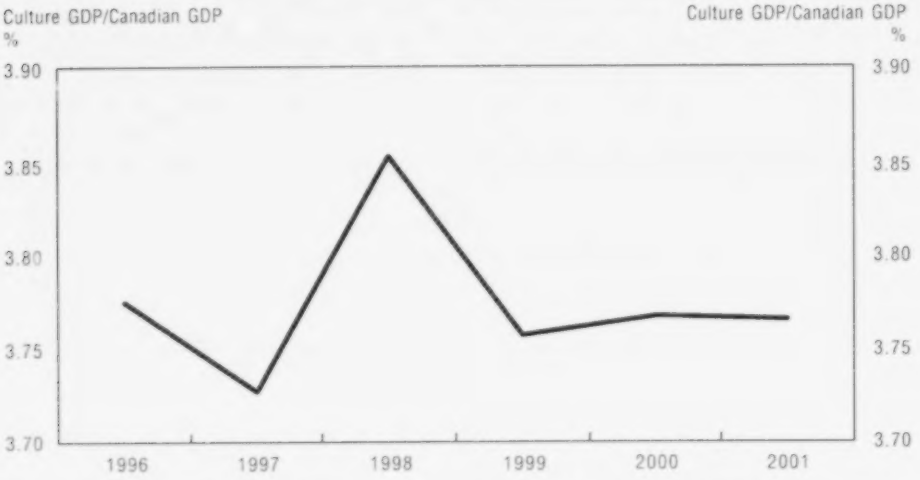
Note:

1. GDP from the culture sector is derived by adding GDP from all culture sub-sectors. The GDP from culture sub-sectors are obtained mainly using the *Value added* method. Appendix D explains how individual GDP from culture sub-sectors are estimated.

Source: *Statistics Canada.*

Figure 1

Percentage of Canadian GDP from the culture sector remained stable over the period 1996 to 2001

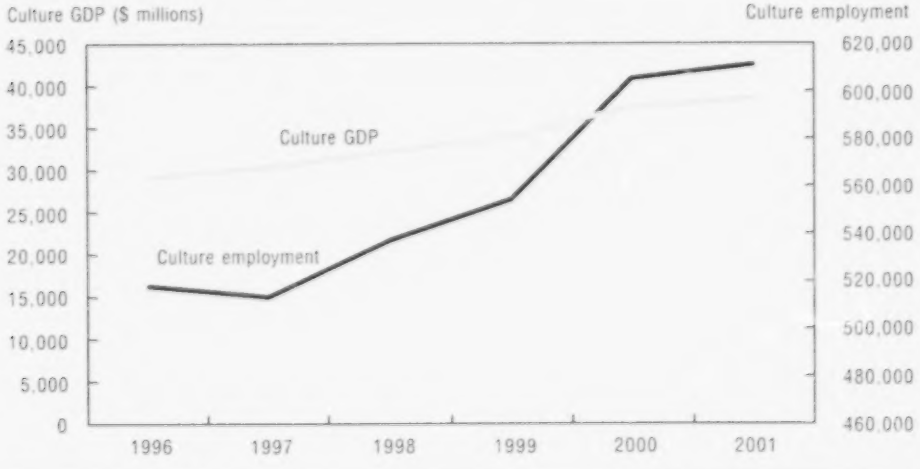


Source: *Statistics Canada.*

Overall, culture GDP showed steady growth as depicted in Figure 2. GDP from the culture sector increased 31.7%, matching the overall growth in the Canadian economy (32.0%) over the period 1996 to 2001 (Figure 3). Of this total increase, the biggest growth (10.4%) occurred between 1999 and 2000 and the smallest growth (2.7%) between 2000 and 2001.

Figure 2

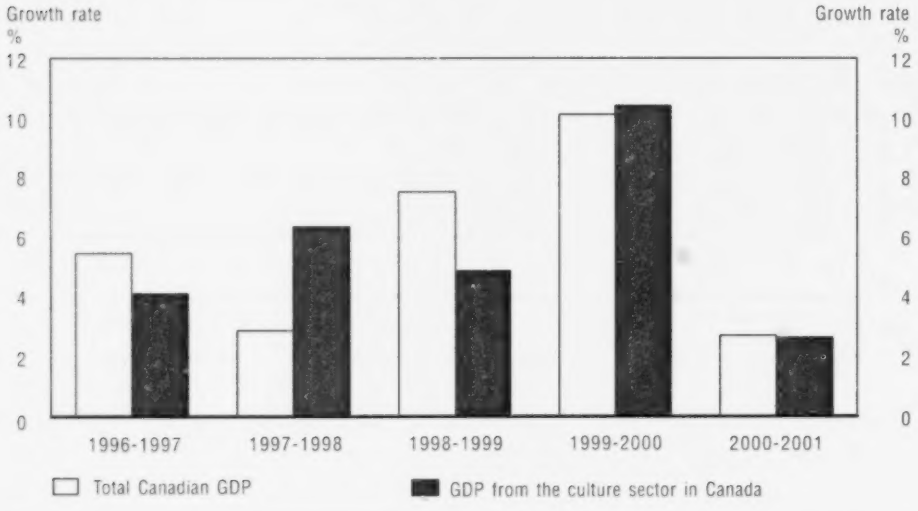
Both GDP and employment in the culture sector rose between 1996 and 2001



Source: *Statistics Canada.*

Figure 3

Both Canadian GDP and culture GDP grew over the period



Source: *Statistics Canada.*

Text Box 1: Classification of enterprises by type of cultural activity

- ***Creation*** – These are establishments involved in the development of a creative artistic idea. This would include, for instance, independent artists, writers and performers (NAICS 71151). Much of this creative activity, however, can be undertaken in other establishments whose primary activity is something other than creation (for example, newspapers).
- ***Production*** – These include establishments involved primarily in the act or process of producing a creative good or service that can be readily identified. Goods are tangible (books, magazines, sound recording) while services are intangible (concerts, theatre performances, or exhibitions at art galleries).
- ***Manufacturing*** – These are establishments involved in the mass reproduction of culture core goods (film duplication, printing, visual arts posters) from a master copy.
- ***Distribution*** – These include establishments that distribute core culture goods as well as engage in the mass distribution of visual arts and photography to a variety of players such as wholesalers and retailers, radio and television broadcasters, or the Internet.
- ***Support*** – In addition, there are activities related to culture that help to finance or support creation and production (copyright collectives, agents, managers, promoters).

Source: *Statistics Canada (2004).*

2.1 GDP from culture sub-sectors

In this section, we estimate the GDP from the culture sector using the *Canadian Framework for Culture Statistics*.[6] Table 2 breaks out the culture sub-sectors' contribution to GDP from 1996 to 2001. Data for this method are mainly obtained from the *System of National Accounts (SNA)*[7] using the *North American Industry Classification System (NAICS)*. Where data from the *SNA* are not available, we use various surveys to measure GDP. However, these surveys act only as a proxy for the missing information for a particular industry and should not be confused as the official GDP data for that industry. These surveys include Statistics Canada's Film, Video and Audio-Visual Production Survey, Motion Picture Laboratory Operations and Production and Post-Production Services Survey, Film, Video and Audio Visual Distribution Survey, Motion Picture Theatres Survey, Survey of Heritage Institutions, Annual Survey of Manufacturers, Annual Wholesale Trade Survey, Annual Survey of Service Industries: Specialized Design, Annual Retail Trade Survey, and the Radio and Television Broadcasting Survey. Some external sources were also used to collect data for some of the culture sub-sectors, such as the National Core Library Statistics Program (NCLSP) for the *Libraries* sub-sector and data from the Department of Canadian Heritage for the *Festival* sub-sector.[8]

As noted in Table 2, *Written media*, which includes establishments engaged in the publishing industry (newspaper, books and periodicals), was the biggest contributor to culture GDP, amounting to an average of approximately $14 billion or 43% of culture GDP, over the period 1996 to 2001. Most of the GDP in this sub-sector came from newspaper publishing, which accounted for an average of 72% of *Written media* GDP originating from production activity over the period. On average, around half of *Written media* GDP came from establishments engaged in production activities[9] over this period.

Other major contributors to culture GDP were *Broadcasting* and the *Film industry*, with 12% and 8% of culture GDP, respectively. Wages and salaries accounted for most of the GDP for the *Film industry* and *Broadcasting*. The top three sub-sectors (*Written media, Broadcasting* and *Film industry*) saw their respective shares of culture GDP rise and together they generated more than half of culture GDP, on average, over the period 1996 to 2001. It is not surprising to find that these three sub-sectors, which are composed of mainly profit oriented establishments, dominate the culture sector, compared to other sub-sectors that are largely composed of non-profit oriented establishments (for example, *Libraries* and *Performing arts*).

Broadcasting, which includes establishments engaged in private and public broadcasting (radio and television), generated almost $4 billion in GDP per year, as shown in Table 2. Most of the GDP in this sub-sector was generated by private broadcasting – around 76%, the majority of which came from television broadcasting as opposed to radio broadcasting.[10] Public and non commercial broadcasting (for example, the Canadian Broadcasting Corporation) accounted for the remaining share of the *Broadcasting* GDP.

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The third largest culture sub-sector in terms of its contribution to GDP was the *Film industry*, composed of establishments engaged in the creation, production and distribution of motion pictures, film and video. It generated an average of $2.7 billion in GDP over the period 1996 to 2001 (Table 2). Most of the GDP in the *Film industry* came from establishments engaged in production (24%) and creation (29%) activities.

Table 2

Culture GDP by sub-sectors

Culture sub-sectors (current $ millions)	1996	1997	1998	1999	2000	2001	Average (1996 to 2001)	Percentage share of culture GDP average (1996 to 2001)
Written media	11,787	12,619	13,328	13,843	15,576	16,745	13,983	43
Broadcasting	3,347	3,781	3,782	3,857	4,237	4,468	3,912	12
Film industry	2,113	2,124	2,565	2,876	3,069	3,212	2,660	8
Advertising	1,731	1,840	1,851	2,235	2,532	2,493	2,114	7
Performing arts	1,460	1,368	1,563	1,582	1,303	1,373	1,442	4
Visual arts	1,239	1,105	1,174	1,286	1,209	1,020	1,172	4
Libraries	1,156	1,146	1,137	1,128	1,120	1,113	1,133	4
Design	844	899	916	946	1,020	1,039	944	3
Sound recording and music publishing	931	1,043	1,124	776	852	807	922	3
Heritage	812	829	877	921	970	1,010	903	3
Architecture	627	553	742	764	1,024	916	771	2
Photography	322	232	234	359	375	343	311	1
Festivals	34	34	45	50	57	65	47	0.1

Notes:

1. The percentage shares of culture GDP are calculated without taking the numbers for "Support services" into consideration, since this activity is not allocated to any culture sub-sector.
2. GDP for sub-sectors is calculated mainly using the *Value added* method. Please refer to Appendix D for further details.
3. Festival data are derived from Department of Canadian Heritage and only include those festivals which receive funding from the Culture Initiatives Program. Hence, these data do not represent a comprehensive estimate of the festival sector in Canada.

Source: *Statistics Canada.*

2.2 GDP growth in culture sub-sectors

Comparing the GDP growth rates of the culture sub-sectors, we find that almost all of the culture sub-sectors, except *Visual arts, Sound recording and music publishing, Performing arts* and *Libraries*, grew between 1996 and 2001 (Table 3). The decline in these sub-sectors was mainly due to declining GDP from establishments engaged in creation and production related activities. *Film industry, Design, Written media, Broadcasting* and *Heritage* reported growth in every year.

Comparing the GDP growth rates over various years, a majority of the culture sub-sectors reported an increase in GDP in each year from 1997 to 2001, especially in 1998 when all culture sub-sectors except *Libraries* showed an increase in GDP from the previous years.

Table 3

GDP growth rates in culture sub-sectors

Culture sub-sectors	Percentage change						Average annual percentage growth rate
	1996 to 1997	1997 to 1998	1998 to 1999	1999 to 2000	2000 to 2001	1996 to 2001	(1996 to 2001)
Festivals	-1.2	33.7	11.3	13.7	13.7	90.0	14.2
Film industry	0.5	20.7	12.1	6.7	4.6	52.0	9.0
Architecture	-11.7	34.1	2.9	34.0	-10.5	46.2	9.8
Advertising	6.3	0.6	20.7	13.3	-1.6	44.0	7.9
Written media	7.1	5.6	3.9	12.5	7.5	42.1	7.3
Broadcasting	13.0	0.02	2.0	9.8	5.5	33.5	6.1
Heritage	2.1	5.9	5.0	5.3	4.2	24.4	4.5
Design	6.5	1.9	3.2	7.8	1.9	23.2	4.3
Photography	-27.9	0.9	53.2	4.5	-8.6	6.4	4.4
Libraries	-0.8	-0.8	-0.8	-0.7	-0.7	-3.7	-0.8
Performing arts	-6.3	14.2	1.2	-17.6	5.4	-5.9	-0.6
Sound recording and music publishing	12.0	7.8	-31.0	9.9	-5.3	-13.3	-1.3
Visual arts	-10.8	6.2	9.6	-6.02	-15.6	-17.7	-3.3

Source: *Statistics Canada.*

The fastest growing culture sub-sector was *Festivals*, which reported an average annual growth rate of 14% over the period 1996 to 2001 (Table 3). This was mainly due to the growth in GDP from establishments engaged in production related activities (See Appendix A).

The *Film industry*, which was the third largest culture sub-sector in terms of GDP, had the second fastest GDP growth rate. Most of the growth in the *Film industry* came from the growth in GDP from establishments engaged in creation activities (See Appendix A).

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3. Impact of culture on employment

The growing importance of the culture sector to the Canadian economy can also be measured in other ways, such as by employment. Employment in the culture sector includes all workers, including full-time and part-time employees and the self-employed. Most of the employment data used were obtained from the *Labour Force Survey (LFS)*,[11] although some were derived from other surveys.[12] The term "employment" in our paper refers to the number of individuals, 15 years and over, who were working for pay or profit during the average week of the year in question. It should be noted that we do not include volunteers in calculations of culture sector employment.

In this section we estimate the jobs in the culture sector. Although these jobs[13] are among the most visible economic impacts of the culture sector, they do not represent the only economic impact that the culture sector has on employment. Jobs are also indirectly generated by the culture sector through the *multiplier effect*. The multiplier effect refers to indirect jobs generated when the spending and wages of organizations circulate through the economy. These indirect jobs are located throughout the economy in the businesses that provide supplies or business services to the culture sector. They are also generated when culture sector employees spend their income on items such as groceries, retail shops, personal services, health care, etc. These indirect effects from employment are not estimated in this paper.

Table 4

Culture employment

	1996	1997	1998	1999	2000	2001	Average (1996 to 2001)	Percentage change (1996 to 2001)	Average annual percentage growth rate (1996 to 2001)
Total culture employment	517,800	513,100	537,300	554,400	604,900	611,000	556,417	18.0	3.4
Total Canadian employment	13,462,600	13,744,400	14,140,400	14,531,200	14,909,700	15,076,800	14,310,850	12.0	2.3
Culture sector employment as a percentage of total employment in Canada	3.8	3.7	3.8	3.8	4.1	4.1	3.9		

Notes:

1. Total culture employment was calculated by using the *Labour Force Survey (LFS)* and other surveys (where data from *LFS* were not available).
2. Please note that employment estimates are rounded to the nearest hundred.

Source: *Statistics Canada*

Table 5
Characteristics of culture workers

	1996	1997	1998	1999	2000	2001	Average (1996 to 2001)
				%			
Culture sector workers employed full-time	78.5	77.8	78.3	79.7	79.3	79.8	78.9
Workers employed full-time in Canada	80.8	80.9	81.1	81.5	81.9	81.9	81.4
Unemployment rate in the culture sector	6.4	5.8	4.7	5.1	4.4	5.3	5.3
Unemployment rate in Canada	9.6	9.1	8.3	7.6	6.8	7.2	8.1
Culture sector							
Employees in public sector	9	8	8	7	7	7	8
Employees in private sector	66	65	64	67	67	67	66
Self-employed	25	27	28	26	26	25	26
Canada							
Employees in public sector	19	19	18	19	19	19	19
Employees in private sector	65	64	65	65	65	66	65
Self-employed	16	17	17	17	16	15	16

Note:

The *Labour Force Survey (LFS)* was used to calculate the unemployment rate, the full-time employment rate and the breakdown of employment into public, private and self-employed.

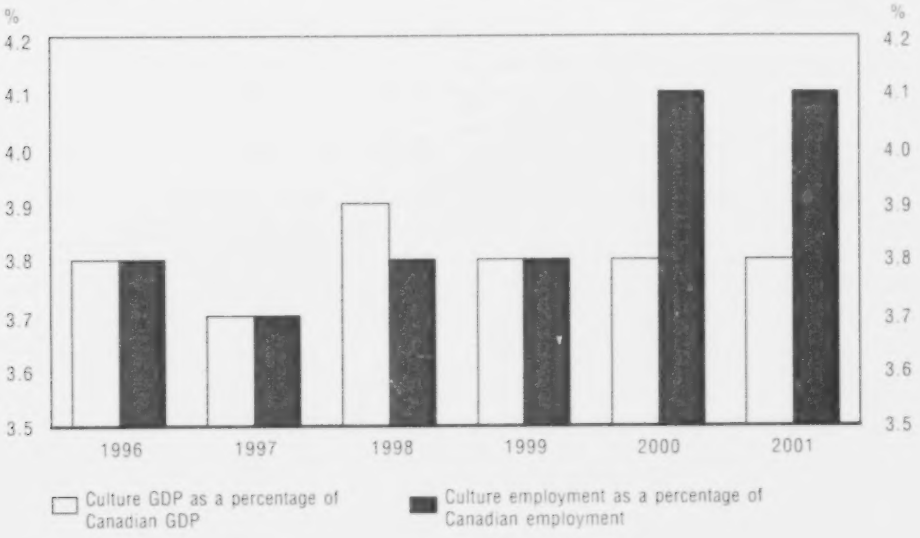
Source: *Statistics Canada.*

On average, more than half a million Canadians worked in the culture sector in any given year in the period 1996 to 2001 (Table 4). Overall, culture employment showed a steady growth over this period, as shown in Figure 2. Total employment in the culture sector increased 18%, rising from approximately 517,800 in 1996 to 611,000 in 2001. Around 4.1% of all Canadian employment in 2001 was in the culture sector,[14] which was slightly higher than the 3.8% of total GDP generated by the culture sector for the same year (Figure 4). This is not surprising since one would expect the culture sector to have a higher proportion of employment (compared to GDP) because the sector is highly labour intensive.

Employment in the culture sector grew at an average annual rate of 3.4% over the period 1996 to 2001, higher than the growth rate of 2.3% for the overall Canadian economy during this period (Table 4). However, the growth rate for the culture sector fluctuated considerably. Figure 5 shows that the fastest growth in culture employment occurred from 1999 to 2000 (9.1%), while it declined 0.9% from 1996 to 1997 (Figure 5). It is interesting to note that both culture GDP and employment showed the highest rate of growth from 1999 to 2000.

Figure 4

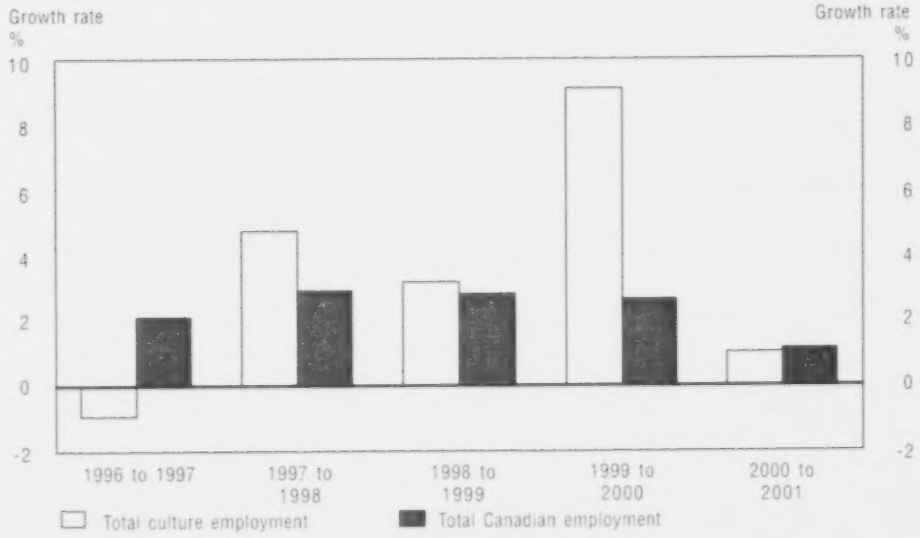
Less than four percent of Canadian GDP and employment originated from the culture sector



Source: *Statistics Canada.*

Figure 5

Culture sector employment grew faster than overall Canadian employment in most years



Source: *Statistics Canada.*

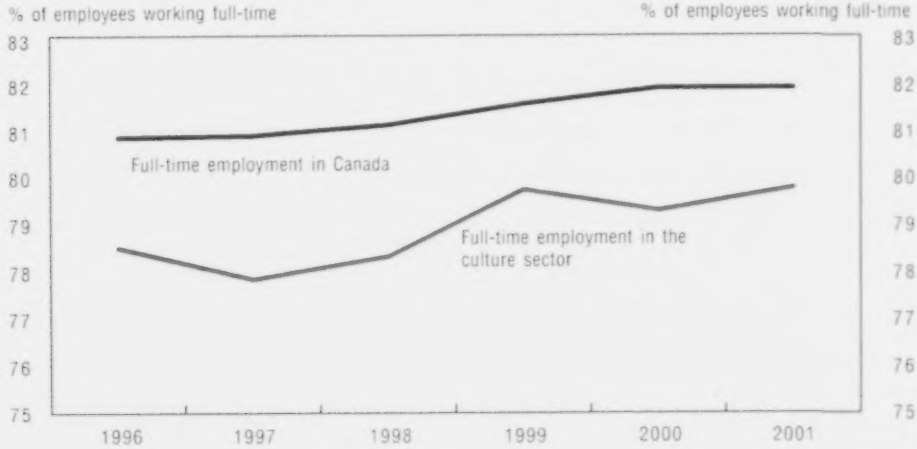
Table 5 shows that the unemployment rate in the culture sector was lower than that of the overall Canadian unemployment rate (5.3% versus 8.1%), on average, for the period 1996 to 2001. This could be because a larger proportion of the culture labour force was self-employed compared to the overall economy (26% versus 16%) over the period (Table 5). The higher proportion of self-employment by culture workers was mainly due to the project-based work performed by workers in the culture sector. The *Film industry* provides an excellent example of project-based activity.

Another important observation is that only 8% of culture sector employment was in the public sector compared to 19% of total Canadian employment, on average, during this period. In fact, Table 5 shows that the proportion of culture workers engaged in the public sector declined from 9% in 1996 to 7% in 2001. This decline was offset by an increase in culture workers in the private sector and by an increase in self-employment over this period.

Figure 6 shows that culture workers are somewhat less likely than workers in general to hold full-time jobs. In 2001, 79% of the culture labour force worked full-time, compared to 82% of the total labour force in Canada (Table 5). These results are similar to other studies, including one by Benhamou (2000), which found that part-time and self-employment are much more evident in the culture sector than in the general workforce. The higher proportion of part-time work in the culture sector compared to the overall economy reflects the unique nature of some occupations in the culture sector, such as writing, which tend to be part-time.

Figure 6

Proportion of employees working full-time in the culture sector was less than the proportion of all employees working full-time in Canada



Source: *Statistics Canada*

3.1 Employment in culture sub-sectors

Table 6 breaks down the culture sector's employment by various sub-sectors from 1996 to 2001. The top three culture sub-sectors in terms of GDP were also the top three culture sub-sectors in terms of employment – *Written media, Broadcasting* and *Film industry. Written media* accounted for 31% of culture sector employment, on average, over the period. Between 1996 and 2001, employment in this sub-sector increased about 6%, to 165,500 workers. As was the case with GDP, the majority of employment in *Written media* (64%) was generated by newspaper publishing. In terms of activity, the biggest contributor to employment in this sub-sector was manufacturing activity, which generated 42% of employment in *Written media*, on average, over the period 1996 to 2001 (See Appendix B).

Table 6

Culture employment by sub-sectors

Culture sub-sectors	1996	1997	1998	1999	2000	2001	Average (1996 to 2001)	Percentage share of culture employment average (1996 to 2001)
Written media	156,000	160,000	150,600	151,200	168,000	165,500	158,600	31
Film industry	44,000	49,800	63,800	78,800	84,000	91,800	67,500	13
Broadcasting	45,900	42,400	47,000	45,500	51,500	56,600	48,200	10
Design	44,700	42,000	42,400	42,500	45,900	44,600	43,700	9
Advertising	36,400	36,400	39,900	42,000	47,100	49,000	41,800	8
Heritage	31,900	32,000	33,300	34,800	35,100	35,600	33,800	7
Libraries	24,700	24,700	24,700	24,700	24,700	24,600	24,700	5
Performing arts	24,000	21,600	22,200	20,900	21,000	21,100	21,800	4
Sound recording and music publishing	16,100	18,000	21,100	17,400	15,200	17,200	17,500	3
Visual arts	13,300	12,000	14,700	15,900	14,300	13,200	13,900	3
Architecture	10,000	9,700	12,200	14,400	18,200	15,700	13,400	3
Photography	11,600	8,000	7,500	10,000	9,100	8,600	9,100	4
Festivals	2,300	2,300	2,900	3,200	3,600	4,000	3,000	1

Notes:

1. The percentage shares of culture employment are calculated without taking the numbers for "Support services" into consideration, since this activity is not allocated to any culture sub-sector.
2. Please note that employment estimates are rounded to the nearest hundred.
3. Festival data are derived from Department of Canadian Heritage and only include those festivals which receive funding from the Culture Initiatives Program. Hence, these data are not a comprehensive estimate of the festival sector in Canada.

Source: *Statistics Canada and the Department of Canadian Heritage.*

The other two major culture sub-sectors in terms of employment were *Film industry* and *Broadcasting*, accounting for 13% and 10% of culture sector employment, respectively. Around 67,500 workers were employed in the *Film industry*, on average, over the period, most of whom were employed in production and distribution (Appendix B). On average, employment in the *Broadcasting* sub-sector amounted to approximately 48,200 individuals (Table 6). As was the case with GDP, most of the employment in the *Broadcasting* sub-sector came from the private sector, especially the television sector (See Appendix B).

Comparing the composition of culture GDP and employment for the same sub-sectors, there are some interesting similarities and differences among the various sub-sectors (Table 2 and Table 6). Some sectors showed considerable differences between their shares of culture GDP and culture employment. *Written media*, for example, had a significantly higher share of culture GDP (43%) than culture employment (31%). *Design*, which accounted for 9% of culture employment, only accounted for 3% of culture GDP. On the other hand, some culture sub-sectors showed little difference between their shares of GDP and employment. *Sound recording and music publishing*, for example, had 3% shares of both.

3.2 Employment growth in culture sub-sectors

Except for *Photography* (-25.9%), *Performing arts* (-12.1%), *Libraries* (-0.4%), *Design* (-0.2) and *Visual arts* (-0.8%), average employment in all culture sub-sectors grew from 1996 to 2001 (Table 7). The *Film industry*, *Festivals*, *Advertising*, *Architecture* and *Broadcasting* reported higher employment growth rates than did the overall culture sector.

Table 7
Employment growth rates in culture sub-sectors

	Percentage change						Average annual percentage growth rate
Culture sub-sectors	1996 to 1997	1997 to 1998	1998 to 1999	1999 to 2000	2000 to 2001	1996 to 2001	(1996 to 2001)
Film industry	13.2	28.1	23.5	6.6	9.3	108.6	9.0
Festivals	0.0	26.1	10.3	12.5	11.1	73.9	5.8
Architecture	-3.0	25.8	18.0	26.4	-13.7	57.0	6.5
Advertising	0.0	9.6	5.3	12.1	4.0	34.6	2.7
Broadcasting	-7.6	10.8	-3.2	13.2	9.9	23.3	1.4
Sound recording and music publishing	11.8	17.2	-17.5	-12.6	13.2	6.8	2.3
Heritage	0.3	4.1	4.5	0.9	1.4	11.6	1.0
Written media	2.6	-5.9	0.4	11.1	-1.5	6.1	0.4
Design	-6.0	1.0	0.2	8.0	-2.8	-0.2	-0.3
Libraries	0.0	0.0	0.0	0.0	-0.4	-0.4	0.0
Visual arts	-9.8	22.5	8.2	-10.1	-7.7	-0.8	1.4
Performing arts	-10.0	2.8	-5.9	0.5	0.5	-12.1	-1.5
Photography	-31.0	-6.3	33.3	-9.0	-5.5	-25.9	17.3

Source: *Statistics Canada.*

The *Film industry*, which reported the second highest growth in culture GDP, was the fastest growing sub-sector in terms of culture employment, more than doubling its employment levels over the period. This was primarily due to the growth in employment in production and retail activities. Most of the employment growth in the *Film industry* was due to an increase in part-time jobs. The other two rapidly growing culture sub-sectors were *Festivals* and *Architecture*, with growth rates of 74% and 57%, respectively, between 1996 and 2001. Most of the growth in employment in *Architecture* came from growth in full-time jobs.

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Comparing the growth rates over the various years, we find that 6 out of 13 culture sub-sectors reported a decline in employment from 1996 to 1997 and from 2000 to 2001, whereas 11 out of 13 culture sub-sectors reported an increase from 1997 to 1998.

3.3 Composition of employed labour force in culture sub-sectors (full-time/non full-time[15])

Most of the workforce in the various culture sub-sectors was employed full-time (Table 8), with the majority of full-time jobs located in *Broadcasting* (91%), *Advertising* (78%), *Written media* (75%) and *Sound recording and music publishing* (65%), on average, over the period 1996 to 2001. "Support services" also reported a majority of full-time jobs (71%).[16] The remaining sub-sectors reported predominately part-time employment. *Broadcasting* reported the highest proportion of full-time employment, whereas the *Film industry* reported the lowest proportion of full-time employment (12%), on average, over the period 1996 to 2001.

It is interesting to note that *Sound recording and music publishing* reported the biggest gain in full-time employment, increasing from 60% in 1996 to 78% in 2001. The largest decline in full-time employment occurred in *Written media*, which fell from 77% in 1996 to 72% in 2001. Overall, the number of sub-sectors that experienced a gain in full-time employment far exceeded the number of sub-sectors that experienced a decline. In addition, the gains in full-time employment exceeded the losses in full-time employment.

Table 8
Percentage of labour force working full-time in culture sub-sectors

Culture sub-sectors	1996	1997	1998	1999	2000	2001	Average percentage change (1996 to 2001)	Percentage point change (1996 to 2001)
Broadcasting	89	91	82	97	94	93	91	4
Advertising	74	74	76	81	80	81	78	7
Written media	77	77	76	72	73	72	75	-5
Sound recording and music publishing	60	54	55	74	69	78	65	18
Support services	72	71	76	68	68	70	71	-2
Architecture	44	31	47	48	47	55	45	11
Performing arts	42	41	35	28	48	45	40	3
Heritage	40	40	39	38	38	38	39	-3
Design	36	36	31	35	36	39	35	2
Visual arts	28	24	32	29	24	33	28	5
Photography	20	17	24	21	14	23	20	3
Film industry	14	12	12	13	11	11	12	-4
Festivals	.	.	.	.	.	.	.	.
Libraries	.	.	.	.	.	.	.	.

Notes:

. Not available for any reference period.

1. Non full-time employment includes part-time, contract and freelance work.

2. Support services is not a culture sub-sector but an activity. Unlike other activities such as creation, production etc., it is not allocated to any culture sub-sector.

Source: *Statistics Canada.*

4. Economic impact of culture by activity

The economic benefit of the culture sector extends to almost every activity of the economy, including creation, production, preservation, manufacturing, retail and wholesale.[17] Text Box 1 and the figure in Appendix C describe the various activities which make up the chain associated with culture activities.[18]

Table 9

GDP and employment in the culture sector by activities

Categories	1996	1997	1998	1999	2000	2001	Average (1996 to 2001)	Percentage change (1996 to 2001)	Percentage share average (1996 to 2001)
(current $ millions)					GDP				
Production	14,333	15,003	16,199	16,764	17,807	18,625	16,455	29.9	49
Manufacturing	5,406	5,582	5,788	6,216	7,157	7,537	6,281	39.4	19
Creation	4,446	4,572	4,969	5,325	5,845	5,869	5,171	32.0	15
Support services	2,830	2,868	3,037	3,331	4,146	3,882	3,349	37.2	10
Distribution	2,217	2,416	2,382	2,317	2,534	2,573	2,407	16.1	7
(number)					Employment				
Production	251,700	250,100	266,700	268,100	293,100	296,900	271,100	18.0	49
Creation	91,000	88,700	94,200	100,500	109,100	106,100	98,300	16.6	18
Manufacturing	64,300	66,700	69,500	69,700	73,100	77,100	70,000	19.9	13
Support services	57,100	54,600	55,100	60,300	67,600	63,700	59,800	11.6	11
Distribution	53,800	53,200	51,800	55,900	62,100	67,200	57,000	25.0	10

Notes:

1. The *Value added* method was mainly used to calculate GDP. Please refer to Appendix D for a detailed discussion of the methodology used in this study.
2. Employment estimates are rounded to the nearest hundred.

Source: *Statistics Canada.*

Table 9 breaks down the GDP and employment in the culture sector by activity. Overall, all culture activities showed gains in GDP and employment over the period 1996 to 2001. The largest activity in terms of contribution to GDP and employment in the culture sector was production, which accounted for approximately $16.5 billion in GDP and 271,100 workers, on average, over the period (Table 9).

Production accounted for approximately half of both culture GDP and employment. In general, manufacturing had the second largest share of culture GDP, whereas creation activity had the second largest share of culture employment over the same period. Creation, production and manufacturing reported a positive growth in GDP every year, whereas manufacturing was the only culture activity to show a positive growth in employment every year (Table 9).

Although all activities reported growth, the fastest growth for culture GDP occurred in manufacturing and for culture employment, the fastest growth was in distribution. Culture GDP from manufacturing rose 39.4% and culture employment from distribution activities rose 25.0% from 1996 to 2001 (Table 9).

5. Culture GDP using the Final Demand method

In this section, we use another method to estimate GDP from the culture sector called the *Final Demand (Expenditure)* method. This method calculates GDP by adding all sales made by establishments to final users minus imports. The various data sources and the estimation process used are as follows:

Personal expenditures on culture goods and services

Estimates of total household expenditures on culture activities and events are derived from the *Family Expenditure Survey (FAMEX) / Survey of Household spending (SHS)* and the *System of National Accounts (SNA)*. The *Canadian Framework for Culture Statistics* provides guidelines for the definition and inclusion criteria for culture goods and services. Consumer spending data on the following culture goods and services are included:

- Works of art, carvings and vases
- Antiques
- Movie admissions
- Artists' materials, handicraft and hobbycraft kits
- Cameras and accessories
- Musical instruments, parts and accessories
- Compact disks, tapes, videos and video disks
- Rental of videotapes and video disks
- Film and processing
- Photographers' and other photographic services
- Rental of cablevision and satellite services
- Admissions to museums and other activities and venues
- Library services (duplicating, library fees and fines)
- Live performing arts
- Newspapers
- Magazines
- Books (excluding school textbooks)
- Maps, sheet music and other printed material
- Textbooks

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International culture trade surplus/deficit

Data for imports and exports of culture goods are obtained from Statistics Canada's International Trade Division, while international trade data on culture services, including intellectual property, are provided by Statistics Canada's Balance of Payments Division. While the trade data for culture services are based on the *Canadian Framework for Culture Statistics*, the trade data for culture goods are not based on the framework. The goods data were produced prior to the introduction of the *Canadian Framework for Culture Statistics*. Future iterations of economic impact analysis will use updated goods trade data which will reflect the Framework.

Government expenditures on goods and services

Government expenditures on culture goods and services, which also include capital spending, are estimated using the *Survey of Government Expenditures on Culture*. It should be noted that government grants are not included in this category.

Table 10 shows the GDP from the culture sector obtained by the *Final Demand* method. We should note that the GDP estimates using this method are different from the GDP estimates using the *Value Added* method presented in Section 2 of this paper. There are two reasons for this. First, culture GDP from the *Value Added* method is derived by estimating GDP from individual culture sub-sectors, which are then aggregated to obtain the total culture GDP. Some of the NAICS categories used to obtain individual sub-sector GDP are not available, hence aggregate NAICS categories are used, which could lead to some overestimation. Secondly, trade data for culture goods used in the *Final Demand* method are not based on the culture framework because of lack of available data.

Table 10

Culture GDP in Canada using the *Final Demand* method

(current $ millions)	1996	1997	1998	1999	2000	2001
Personal expenditure on culture goods and services	18,730	20,113	21,411	22,003	23,367	24,696
Net exports (Exports – Imports)	-2,663	-2,734	-2,613	-1,980	-2,286	-2,213
Government expenditures	5,640	5,515	5,675	5,777	6,135	6,511
GDP	21,707	22,895	24,473	25,800	27,216	28,993

Source: *Statistics Canada.*

6. Conclusion

This study has explored the role of culture in the Canadian economy in more detail than ever before attempted. We have examined the contribution of the culture sector to economic activity by estimating and analyzing it in terms of GDP and employment. Over the period 1996 to 2001, the culture sector outperformed the rest of the economy in terms of its contribution to employment and matched the growth rate of the economy in terms of GDP.

The culture sector generated more than $33 billion in GDP (approximately 3.8% of Canadian GDP), on average, over the period 1996 to 2001. GDP in the culture sector grew approximately at the same rate as the total Canadian GDP (31.7% versus 32.0%) during this period.

Written media, Broadcasting and the *Film industry* had both the highest GDP and culture employment. Together, they accounted for 64% of culture GDP and 54% of culture employment, on average, over the period 1996 to 2001.

Written media was the largest culture sub-sector in terms of GDP generation – it accounted for 43% of culture GDP and 31% of culture employment, on average, over the period 1996 to 2001.

The biggest contributor to culture GDP and employment was production, which accounted for approximately half of GDP and employment in the culture sector over the period.

The culture sector accounted for more than half a million workers, on average, over the period 1996 to 2001. Employment in the culture sector grew faster than the rate of growth in employment in the total Canadian economy (18% versus 12%). The culture sector was also an important contributor to overall job creation in Canada. Around 3.9% of all jobs created in Canada every year over the period came from the culture sector.

Although most jobs in the culture sector were full-time, there was a slightly lower proportion of full-time employees in the culture workforce than in the overall Canadian workforce. On average, 79% of the culture labour force was employed full-time, compared to 82% for the overall Canadian employed labour force.

Self-employment was also important in the culture sector. More than a quarter of culture workers were self-employed, on average, during the period 1996 to 2001, which was higher than the proportion of all workers in Canada who were self-employed. The culture sector was also less reliant on the public sector. Only 8% of culture workers were in the public sector compared to 19% for all Canadian workers.

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Although the culture sector accounted for less than 5% of both Canada's GDP and employment, the study shows that both GDP and employment in the culture sector increased faster than they did in the overall Canadian economy.

These consistent positive trends in GDP and employment contributions solidify the importance of the culture sector as a contributor to Canada's economic growth. It should also be stressed that only the direct effect of culture was estimated. Indirect and induced effects of the culture sector were not examined. Adding these indirect and induced effects would increase the magnitude of the economic benefits of the culture sector. Further research is required to study and estimate these benefits.

Key findings

- In 2001, Canada's culture industry contributed more than $38 billion to Canada's Gross Domestic Product (GDP), an increase of over $9 billion from 1996. In terms of value added,[19] the culture sector represented 3.8% of Canada's GDP in 2001.
- *Written media* was the biggest culture sub-sector in terms of value-added generation – it accounted for approximately half of all culture GDP, on average, over the period 1996 to 2001.
- Over the period 1996 to 2001, GDP in the culture sector grew approximately at the same rate as the overall GDP in Canada (31.7% versus 32%).
- All culture sub-sectors except *Visual arts, Sound recording and music publishing, Performing arts* and *Libraries* reported growth in GDP over the period 1996 to 2001.
- In 2001, 4.1% of Canada's workforce, or 611,000 individuals, were employed in the culture sector.
- Between 1996 and 2001, culture sector employment grew faster than overall employment. Employment in the culture sector grew 18%, compared with 12% for the entire Canadian economy.
- *Written media* was the largest culture sub-sector in terms of employment – it accounted for more than a quarter of culture employment, on average, over the period 1996 to 2001.
- *Written media, Broadcasting* and the *Film industry* dominated both GDP and employment in the culture sector. Together they accounted for more than half of culture GDP and employment, on average, over the period 1996 to 2001.
- Other than *Performing arts, Libraries, Design* and *Visual arts*, all culture sub-sectors reported growth in employment over the period 1996 to 2001. The *Film industry* reported the highest growth in employment (108.6%).
- Most culture sector jobs were full-time. However, compared to the overall Canadian average, a lower proportion of culture sector jobs were full-time. On average over the period, 79% of culture workers were employed full-time compared to 82% for Canadian workers as a whole.
- The unemployment rate in the culture sector was lower than the all-industry average – 5.3% compared to 8.1% overall, on average, between 1996 and 2001.
- One in four workers in the culture sector was self-employed (26%) compared with 16% across all industries, on average, over the period 1996 to 2001.

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- Just 8% of culture workers were engaged in the public sector compared to 19% of all workers, on average, between 1996 and 2001.
- The largest activity in terms of contribution to culture GDP and employment was production – it accounted for approximately half of both GDP and employment in the culture sector, on average, over the period 1996 to 2001.
- Although all activities reported an increase, the fastest growing activities in the culture sector were manufacturing for GDP and distribution for employment.

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Appendix A: GDP in culture sub-sectors

Table A.1

Culture GDP 1996

Culture sub-sectors (current $ millions)	Creation	Production	Support services	Manu-facturing	Distribution	Total
Written media	834	5,685	**A**	4,756	511	**11,786**
Film industry	505	547	**A**	449	613	**2,114**
Broadcasting:	102	2,393	**A**	...	853	**3,348**
Private:	...	*2,044*	...	...	*504*	...
Television	...	*1,833*	...	...	*293*	...
Radio	...	*211*	...	...	*211*	...
Public and non-commercial	...	*349*	...	...	*349*	...
Sound recording and music publishing	211	339	**A**	201	180	**931**
Performing arts	110	1,350	**A**	...	**A**	**1,460**
Visual arts	923	287	**A**	**A**	30	**1,240**
Architecture	627	...	**A**	...	...	**627**
Photography	292	.	**A**	...	30	**322**
Design	844	...	...	...	...	**844**
Advertising	**A**	1,731	...	...	...	**1,731**
Festivals	**A**	34	**A**	...	...	**34**
Heritage:	...	812	**A**	...	...	**812**
Excluding nature parks	...	*605*	...	...	...	...
Nature parks	...	*207*	...	...	...	...
Libraries	.	1,156	**A**	...	...	**1,156**
Total	4,446	14,333	2,830	5,406	2,217	29,232

Notes:

A identifies various categories which are combined with other categories

. not available for any reference period

... not applicable

1. The *Value added* method was mainly used to obtain individual sub-sector GDP. Please see the Appendix D for an explanation of the methodology. For an explanation and description of the various NAICS categories used in estimating the various culture sub-sectors, see Appendix E and Appendix F.
2. The breakdown of various culture sub-sectors are shown in italics.

Source: *Statistics Canada.*

Table A.2

Culture GDP 1997

Culture sub-sectors (current $ millions)	Creation	Production	Support services	Manu-facturing	Distribution	Total
Written media	1,030	6,162	A	4,881	545	**12,618**
Film industry	568	438	A	485	634	**2,125**
Broadcasting:	132	2,361	A	...	1,018	**3,511**
Private:	...	*2,215*	...	...	*602*	...
Television	...	*1,969*	...	...	*356*	...
Radio	...	*246*	...	...	*246*	...
Public and non-commercial	...	*416*	...	...	*416*	...
Sound recording and music publishing	308	344	A	215	175	**1,042**
Performing arts	72	1,297	A	...	A	**1,369**
Visual arts	801	282	A	A	22	**1,105**
Architecture	553	...	A	...	...	**553**
Photography	210	.	A	...	22	**232**
Design	899	...	...	...	...	**899**
Advertising	A	1,840	...	...	...	**1,840**
Festivals	A	34	A	...	...	**34**
Heritage:	...	829	A	...	...	**829**
Excluding nature parks	...	*614*	...	...	...	...
Nature parks	...	*215*	...	...	...	...
Libraries	.	1,146	A	...	...	**1,146**
Total	4,572	15,003	2,868	5,582	2,416	30,441

Notes:

A identifies various categories which are combined with other categories

. not available for any reference period

... not applicable

1. The *Value added* method was mainly used to obtain individual sub-sector GDP. Please see the Appendix D for an explanation of the methodology. For an explanation and description of the various NAICS categories used in estimating the various culture sub-sectors, see Appendix E and Appendix F.
2. The breakdown of various culture sub-sectors are shown in italics.

Source: *Statistics Canada.*

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Table A.3

Culture GDP 1998

Culture sub-sectors (current $ millions)	Creation	Production	Support services	Manu-facturing	Distribution	Total
Written media	979	6,870	A	5,029	450	13,328
Film industry	643	680	A	568	673	2,564
Broadcasting:	150	2,600	A	...	1,031	3,781
Private:	...	*2,166*	...	...	*597*	...
Television	...	*1,897*	...	...	*328*	...
Radio	...	*269*	...	...	*269*	...
Public and non-commercial	...	*434*	...	...	*434*	...
Sound recording and music publishing	353	404	A	191	176	1,124
Performing arts	96	1,467	A	...	A	1,563
Visual arts	882	266	A	A	26	1,174
Architecture	742	...	A	...	...	742
Photography	209	.	A	...	26	235
Design	916	...	...	...	...	916
Advertising	A	1,851	...	...	...	1,851
Festivals	A	45	A	...	...	45
Heritage:	...	877	A	...	...	877
Excluding nature parks	...	*639*	...	...	...	...
Nature parks	...	*239*	...	...	...	...
Libraries	.	1,137	A	...	...	1,137
Total	4,969	16,199	3,037	5,788	2,383	32,376

Notes:

A identifies various categories which are combined with other categories

. not available for any reference period

... not applicable

1. The *Value added* method was mainly used to obtain individual sub-sector GDP. Please see the Appendix D for an explanation of the methodology. For an explanation and description of the various NAICS categories used in estimating the various culture sub-sectors, see Appendix E and Appendix F.
2. The breakdown of various culture sub-sectors are shown in italics.

Source: *Statistics Canada.*

Table A.4

Culture GDP 1999

Culture sub-sectors (current $ millions)	Creation	Production	Support services	Manu-facturing	Distribution	**Total**
Written media	956	7,091	**A**	5,299	497	**13,843**
Film industry	801	779	**A**	690	605	**2,875**
Broadcasting:	196	2,650	**A**	...	1,010	**3,856**
Private:	...	*2,277*	...	...	*637*	...
Television	...	*2,006*	...	...	*366*	...
Radio	...	*271*	...	...	*271*	...
Public and non-commercial	...	*373*	...	...	*373*	...
Sound recording and music publishing	84	313	**A**	228	151	**776**
Performing arts	221	1,360	**A**	...	**A**	**1,581**
Visual arts	1,025	235	**A**	**A**	27	**1,287**
Architecture	764	...	**A**	...	...	**764**
Photography	332	.	**A**	...	27	**359**
Design	946	...	...	...	...	**946**
Advertising	**A**	2,235	...	...	...	**2,235**
Festivals	**A**	50	**A**	...	...	**50**
Heritage:	...	921	**A**	...	...	**921**
Excluding nature parks	...	*660*	...	...	...	...
Nature parks	...	*261*	...	...	...	...
Libraries	.	1,128	**A**	...	...	**1,128**
Total	5,325	16,764	3,331	6,216	2,318	33,954

Notes:

A identifies various categories which are combined with other categories

. not available for any reference period

... not applicable

1. The *Value added* method was mainly used to obtain individual sub-sector GDP. Please see the Appendix D for an explanation of the methodology. For an explanation and description of the various NAICS categories used in estimating the various culture sub-sectors, see Appendix E and Appendix F.

2. The breakdown of various culture sub-sectors are shown in italics.

Source: *Statistics Canada.*

Table A.5

Culture GDP 2000

Culture sub-sectors (current $ millions)	Creation	Production	Support services	Manu-facturing	Distribution	**Total**
Written media	1,165	7,677	**A**	6,227	506	**15,575**
Film industry	990	721	**A**	673	685	**3,069**
Broadcasting:	200	2,901	**A**	...	1,135	**4,236**
Private:	...	*2,426*	...	...	*660*	...
Television	...	*2,129*	...	...	*363*	...
Radio	...	*297*	...	...	*297*	...
Public and non-commercial	...	*475*	...	...	*475*	...
Sound recording and music publishing	125	326	**A**	257	144	**852**
Performing arts	44	1,260	**A**	...	**A**	**1,304**
Visual arts	934	243	**A**	**A**	32	**1,209**
Architecture	1,024	...	**A**	...	...	**1,024**
Photography	343	.	**A**	...	32	**375**
Design	1,020	...	...	...	...	**1,020**
Advertising	**A**	2,532	...	...	...	**2,532**
Festivals	**A**	57	**A**	...	...	**57**
Heritage:	...	970	**A**	...	...	**970**
Excluding nature parks	...	*681*	...	...	...	
Nature parks	...	*288*	...	...	...	...
Libraries	.	1,120	**A**	...	...	**1,120**
Total	5,845	17,807	4,146	7,157	2,534	37,489

Notes:

A identifies various categories which are combined with other categories

. not available for any reference period

... not applicable

1. The *Value added* method was mainly used to obtain individual sub-sector GDP. Please see the Appendix D for an explanation of the methodology. For an explanation and description of the various NAICS categories used in estimating the various culture sub-sectors, see Appendix E and Appendix F.
2. The breakdown of various culture sub-sectors are shown in italics.

Source: *Statistics Canada.*

Table A.6

Culture GDP 2001

Culture sub-sectors (current $ millions)	Creation	Production	Support services	Manu-facturing	Distribution	**Total**
Written media	1,295	8,267	**A**	6,663	520	**16,745**
Film industry	1,144	732	**A**	651	685	**3,212**
Broadcasting:	225	3,079	**A**	...	1,164	**4,468**
Private:	...	*2,566*	...	...	*651*	...
Television	...	*2,264*	...	...	*349*	...
Radio	...	*302*	...	...	*302*	...
Public and non-commercial	...	*513*	...	...	*513*	...
Sound recording and music publishing	111	332	**A**	224	141	**808**
Performing arts	62	1,312	**A**	...	**A**	**1,374**
Visual arts	765	222	**A**	**A**	33	**1,020**
Architecture	916	...	**A**	—	...	**916**
Photography	310	.	**A**	—	33	**343**
Design	1,039	...	...	...	...	**1,039**
Advertising	**A**	2,493	...	...	...	**2,493**
Festivals	**A**	65	**A**	...	...	**65**
Heritage:	...	1,010	**A**	...	...	**1,010**
Excluding nature parks	...	*710*	...	...	...	...
Nature parks	...	*300*	...	...	...	...
Libraries	.	1,113	**A**	...	...	**1,113**
Total	5,869	18,625	3,882	7,537	2,573	38,486

Notes:

A identifies various categories which are combined with other categories

. not available for any reference period

... not applicable

1. The *Value added* method was mainly used to obtain individual sub-sector GDP. Please see the Appendix D for an explanation of the methodology. For an explanation and description of the various NAICS categories used in estimating the various culture sub-sectors, see Appendix E and Appendix F.

2. The breakdown of various culture sub-sectors are shown in italics.

Source: *Statistics Canada.*

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Appendix B: Employment in culture sub-sectors

Table B.1

Culture employment 1996

Culture sub-sectors	Creation	Production	Support services	Manufacturing	Distribution	**Total**
Written media	8,126	74,200	**A**	57,591	16,101	**156,018**
Film industry	4,915	18,662	**A**	5,223	15,241	**44,041**
Broadcasting:	873	29,233	**A**	...	15,763	**45,868**
Private:	...	*22,898*	...	...	*8,266*	...
Television	...	*18,644*	...	...	*4,012*	...
Radio	...	*4,254*	...	...	*4,254*	...
Public and non-commercial	...	*6,335*	...	...	*6,335*	...
Sound recording and music publishing	2,052	8,394	**A**	1,498	4,196	**16,139**
Performing arts	1,069	22,843	**A**	...	**A**	**23,912**
Visual arts	8,987	3,046	**A**	**A**	1,221	**13,254**
Architecture	9,915	...	**A**	...	...	**9,915**
Photography	10,356	.	**A**	...	1,221	**11,577**
Design	44,700	...	...	...	...	**44,700**
Advertising	**A**	36,433	...	...	...	**36,433**
Festivals	**A**	2,300	**A**	...	...	**2,300**
Heritage:	...	31,857	**A**	...	...	**31,857**
Excluding nature parks	...	*23,373*	...	...	...	...
Nature parks	...	*8,485*	...	...	...	...
Libraries	.	24,682	**A**	...	...	**24,682**
Total	90,993	251,650	57,077	64,311	53,742	517,773

Notes:

A identifies various categories which are combined with other categories

. not available for any reference period

... not applicable

1. For an explanation of the various NAICS categories used in estimating the various culture sub-sectors, see Appendix E and Appendix F. Appendix D describes the methodology involved in estimating the employment for the culture sub-sectors.
2. The breakdown of various culture sub-sectors are shown in italics.

Source: *Statistics Canada.*

Table B.2

Culture employment 1997

Culture sub-sectors	Creation	Production	Support services	Manufacturing	Distribution	**Total**
Written media	10,589	74,284	**A**	58,864	16,249	**159,986**
Film industry	5,837	21,259	**A**	6,417	16,244	**49,757**
Broadcasting:	1,259	26,096	**A**	...	15,051	**42,405**
Private:	...	*20,312*	...	...	*8,173*	...
Television	...	*16,033*	...	...	*3,894*	...
Radio	...	*4,279*	...	...	*4,279*	...
Public and non-commercial	...	*5,784*	...	...	*5,784*	...
Sound recording and music publishing	3,170	9,508	**A**	1,390	3,849	**17,917**
Performing arts	738	20,891	**A**	...	**A**	**21,629**
Visual arts	8,234	2,826	**A**	**A**	884	**11,944**
Architecture	9,629	...	**A**	—	...	**9,629**
Photography	7,117	.	**A**	—	884	**8,001**
Design	42,080	...	...	...	...	**42,080**
Advertising	**A**	36,367	...	...	...	**36,367**
Festivals	**A**	2,271	**A**	...	...	**2,271**
Heritage:	...	31,913	**A**	...	...	**31,913**
Excluding nature parks	...	*23,510*	...	...	...	...
Nature parks	...	*8,403*	...	...	...	...
Libraries	.	24,657	**A**	...	...	**24,657**
Total	88,653	250,071	54,547	66,671	53,160	513,102

Notes:

A identifies various categories which are combined with other categories

. not available for any reference period

... not applicable

1. For an explanation of the various NAICS categories used in estimating the various culture sub-sectors, see Appendix E and Appendix F. Appendix D describes the methodology involved in estimating the employment for the culture sub-sectors.
2. The breakdown of various culture sub-sectors are shown in italics.

Source: *Statistics Canada.*

Table B.3

Culture employment 1998

Culture sub-sectors	Creation	Production	Support services	Manufacturing	Distribution	**Total**
Written media	10,459	67,070	**A**	61,099	11,965	**150,593**
Film industry	6,864	30,647	**A**	6,946	19,325	**63,782**
Broadcasting:	1,546	30,868	**A**	...	14,591	**47,004**
Private:	...	*25,378*	...	...	*8,160*	...
Television	...	*21,053*	...	...	*3,881*	...
Radio	...	*4,325*	...	...	*4,279*	...
Public and non-commercial	...	*5,490*	...	...	*5,490*	...
Sound recording and music publishing	3,776	11,859	**A**	1,429	4,033	**21,097**
Performing arts	1,021	21,208	**A**	...	**A**	**22,229**
Visual arts	9,420	4,294	**A**	**A**	954	**14,668**
Architecture	12,233	...	**A**	...	...	**12,233**
Photography	6,528	.	**A**	...	954	**7,482**
Design	42,360	...	...	...	...	**42,360**
Advertising	**A**	39,869	...	...	...	**39,869**
Festivals	**A**	2,908	**A**	...	...	**2,908**
Heritage:	...	33,347	**A**	...	...	**33,347**
Excluding nature parks	...	*24,216*	...	...	...	...
Nature parks	...	*9,131*	...	...	...	...
Libraries	.	24,632	**A**	...	...	**24,632**
Total	94,207	266,702	55,071	69,474	51,822	537,276

Notes:

A identifies various categories which are combined with other categories

. not available for any reference period

... not applicable

1. For an explanation of the various NAICS categories used in estimating the various culture sub-sectors, see Appendix E and Appendix F. Appendix D describes the methodology involved in estimating the employment for the culture sub-sectors.
2. The breakdown of various culture sub-sectors are shown in italics.

Source: *Statistics Canada.*

Table B.4

Culture employment 1999

Culture sub-sectors	Creation	Production	Support services	Manufacturing	Distribution	Total
Written media	10,071	67,993	A	59,849	13,283	**151,196**
Film industry	8,441	32,913	A	8,386	22,073	**71,813**
Broadcasting:	1,977	28,656	A	...	14,859	**45,492**
Private:	...	*22,674*	...	...	*8,131*	...
Television	...	*18,375*	...	...	*3,832*	...
Radio	...	*4,299*	...	...	*4,299*	...
Public and non-commercial	...	*5,982*	...	...	*5,982*	...
Sound recording and music publishing	884	11,392	A	1,413	3734	**17,423**
Performing arts	2,333	18,497	A	...	A	**20,830**
Visual arts	10,801	4,119	A	A	953	**15,873**
Architecture	14,388	...	A	...	...	**14,388**
Photography	9,109	.	A	...	953	**10,062**
Design	42,543	...	...	...	...	**42,543**
Advertising	A	41,953	...	...	...	**41,953**
Festivals	A	3,163	A	...	...	**3,163**
Heritage:	...	34,780	A	...	...	**34,780**
Excluding nature parks	...	*24,922*	...	...	...	...
Nature parks	...	*9,858*	...	...	...	...
Libraries	.	24,632	A	...	...	**24,632**
Total	100,547	268,098	60,278	69,647	55,857	554,428

Notes:

A identifies various categories which are combined with other categories

. not available for any reference period

... not applicable

1. For an explanation of the various NAICS categories used in estimating the various culture sub-sectors, see Appendix E and Appendix F. Appendix D describes the methodology involved in estimating the employment for the culture sub-sectors.
2. The breakdown of various culture sub-sectors are shown in italics.

Source: *Statistics Canada.*

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Table B.5

Culture employment 2000

Culture sub-sectors	Creation	Production	Support services	Manufacturing	Distribution	Total
Written media	12,496	78,900	A	63,372	13,147	167,933
Film industry	10,620	36,612	A	8,272	29,498	84,002
Broadcasting:	2,114	34,396	A	...	14,987	51,496
Private:	...	*28,391*	...	...	*8,218*	...
Television	...	*23,985*	...	...	*3,812*	...
Radio	...	*4,406*	...	...	*4,406*	...
Public and non-commercial	...	*6,005*	...	...	*6,005*	...
Sound recording and music publishing	1,342	9,127	A	1,423	3,278	15,170
Performing arts	470	20,480	A	...	A	20,950
Visual arts	10,023	3,154	A	A	1,091	14,268
Architecture	18,167	...	A	...	...	18,167
Photography	7,990	.	A	...	1,091	9,081
Design	45,862	...	...	...	...	45,862
Advertising	A	47,142	...	...	...	47,142
Festivals	A	3,517	A	...	...	3,517
Heritage:	...	35,146	A	...	...	35,146
Excluding nature parks	...	*25,022*	...	...	...	...
Nature parks	...	*10,124*	...	...	...	...
Libraries	.	24,607	A	...	...	24,607
Total	109,084	293,081	67,572	73,067	62,109	604,913

Notes:

A identifies various categories which are combined with other categories

. not available for any reference period

... not applicable

1. For an explanation of the various NAICS categories used in estimating the various culture sub-sectors, see Appendix E and Appendix F. Appendix D describes the methodology involved in estimating the employment for the culture sub-sectors.

2. The breakdown of various culture sub-sectors are shown in italics.

Source: *Statistics Canada.*

Table B.6

Culture employment 2001

Culture sub-sectors	Creation	Production	Support services	Manufacturing	Distribution	Total
Written media	13,843	71,783	A	66,983	12,889	**165,498**
Film industry	12,231	37,180	A	8,652	33,701	**91,764**
Broadcasting:	2,286	39,088	A	...	15,261	**56,634**
Private:	...	*33,083*	...	...	*8,565*	...
Television	...	*28,427*	...	...	*3,909*	...
Radio	...	*4,656*	...	...	*4,656*	...
Public and non-commercial	...	*6,005*	...	...	*6,005*	...
Sound recording and music publishing	1,186	11,431	A	1,453	3,166	**17,235**
Performing arts	659	20,428	A	...	A	**21,087**
Visual arts	8,181	3,937	A	A	1,094	**13,212**
Architecture	15,669	...	A	...	...	**15,669**
Photography	7,496	.	A	...	1,094	**8,590**
Design	44,560	...	...	...	...	**44,560**
Advertising	A	48,982	...	...	...	**48,982**
Festivals	A	3,911	A	...	...	**3,911**
Heritage:	...	35,519	A	...	...	**35,519**
Excluding nature parks	...	*25,122*	...	...	...	...
Nature parks	...	*10,398*	...	...	...	...
Libraries	.	24,591	A	...	...	**24,591**
Total	106,111	296,850	53,712	77,088	57,204	610,965

Notes:

A identifies various categories which are combined with other categories

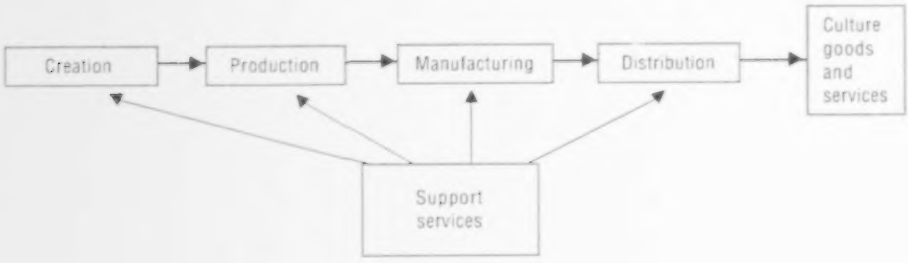
. not available for any reference period

... not applicable

1. For an explanation of the various NAICS categories used in estimating the various culture sub-sectors, see Appendix E and Appendix F. Appendix D describes the methodology involved in estimating the employment for the culture sub-sectors.
2. The breakdown of various culture sub-sectors are shown in italics.

Source: *Statistics Canada.*

Appendix C: Creative chain



Source: Statistics Canada (2004).

Appendix D: Methodology

Measurement of Gross Domestic Product (GDP)

Value added method: This method calculates GDP by measuring the gross value of production of each firm and subtracting each firm's costs of production in the form of its purchases from other firms.

Employment statistics

Employment statistics are mainly obtained using the *Labour Force Survey (LFS)* based on the NAICS and the Standard Occupational Classification (SOC) system. Where data from LFS are not available, we use various surveys to measure the employment counts. It should be pointed out that we do not examine the economic contribution (either GDP or jobs) associated with culture workers who work in non-culture industries as these jobs are in industries clearly outside the framework. Similarly, non-culture workers who are part of the culture industry are included in the employment counts. We do not estimate the contribution of volunteer workers.

Culture sub-sector (culture industries)

1. Written media

1.1 Written media creation: includes the activities of establishments primarily engaged in NAICS[20] 71151 (Independent Artists, Writers and Performers) cross tabulated with the following occupations: SOC F021 (Writers), SOC F022 (Editors), SOC F023 (Journalists) and SOC F025 (Translators, Terminologists and Interpreters).[21] This is done in order to capture only the *Written media creation* activities of establishments engaged in NAICS 71151, i.e., these occupational categories capture the part of NAICS 71151 related only to the *Written media creation* category.

Data sources:

- Labour Force Survey (LFS)
- CANSIM[22] table 379-0017

Methodology:

- *Contribution to GDP:* The GDP figures are estimated from the *CANSIM table* for NAICS 71151 for the occupational categories: SOC F021, F022, F023 and F025.
- *Contribution to employment:* The *LFS* provides employment estimates of NAICS 71151 for the occupational categories: SOC F021, F022, F023 and F025.

1.2 Written media production: includes the activities of establishments primarily engaged in NAICS 51111 (Newspaper Publishers), NAICS 51112 (Periodical Publishers), NAICS 51113 (Book Publishers), NAICS 51119 (Other Publishers) and NAICS 51611 (Internet Publishing and Broadcasting).

Data sources:

- Labour Force Survey (LFS)
- CANSIM table 379-0017

Methodology:

- *Contribution to GDP:* Since data for the required individual NAICS categories are not available, we use the data for NAICS 511 (Publishing Industries) from the *CANSIM table*, which includes all the above required NAICS with two extra categories – NAICS 51114 (Directory and Mailing List Publishers) and NAICS 5112 (Software Publishers). To remove NAICS 5112, we use the percentage of employment in NAICS 511 from NAICS 5112 and use this proportion to remove the NAICS 5112 from the NAICS 511 GDP.
- *Contribution to employment:* is derived from the *Labour Force Survey* for NAICS 5111 (Newspaper, Periodical, Book and Directory Publishers) which includes the required NAICS category with the extra category NAICS 51114 (Directory and Mailing List Publishers).

1.3 Written media manufacturing: includes the activities of establishments primarily engaged in NAICS 323113 (Printing – Commercial screen printing), NAICS 323114 (Printing – Quick printing), NAICS 323115 (Printing – Digital printing), NAICS 323119 (Other Printing) and NAICS 32312 (Support activities for Printing). Since individual data for NAICS 323113, NAICS 323114, NAICS 323115 and NAICS 323119 are not available, we use NAICS 32311 (Printing), which includes all the NAICS categories with the extra category NAICS 323116 (Manifold Business Forms Printing).

Data source: Annual Survey of Manufacturers (CANSIM table 301-0003).

Methodology:

- *Contribution to GDP:* refers to the total manufacturing value added for NAICS 32311 and NAICS 32312 from the *Annual Survey of Manufacturers*. Manufacturing value added refers to the value added from manufacturing activity only.
- *Contribution to employment:* refers to the production workers from the *Annual Survey of Manufacturers* (number of production workers for NAICS 32311 and NAICS 32312).

1.4 Written media distribution: includes the activities of establishments primarily engaged in NAICS 41442 (Distributors – Book, Periodical and Newspaper Wholesalers) and NAICS 45121 (Retail – Book Stores and Newspaper Wholesalers – Distributors).

Data sources:

- Annual Wholesale Trade Survey
- Annual Retail Trade Survey
- CANSIM table 379-0025
- CANSIM table 282-0008

Methodology:

- *Contribution to GDP:* Since GDP data for NAICS 41442 and NAICS 45121 are not available, we calculate the proportion of total wholesale operating revenues in Canada (total wholesale operating revenues from all NAICS categories) from NAICS 451442 and NAICS 45121. We then apply this proportion to the GDP from total wholesale trade in Canada to derive our estimate. This step is repeated to calculate GDP for retail trade for NAICS 45121. Wholesale and retail operating revenues are obtained from the *Annual Wholesale Trade Survey* and the *Annual Retail Trade Survey*, respectively. Total wholesale and retail GDP numbers are derived from the *CANSIM table 379-0025*.
- *Contribution to employment:* Since employment data for NAICS 41442 and NAICS 45121 are not available, we calculate the proportion of total wholesale operating revenues in Canada (total wholesale operating revenues from all NAICS categories) from NAICS 451442 and NAICS 45121. We then apply this proportion to the employment from total wholesale trade in Canada to derive our estimate. This step is repeated to calculate employment for retail trade for NAICS 45121. Wholesale and retail operating revenues are obtained from the *Annual Wholesale Trade Survey* and the *Annual Retail Trade Survey*, respectively. Total wholesale and retail employment numbers are derived from the *CANSIM* table 282-0008

1.5 Written media support services: includes the activities of establishments primarily engaged in NAICS 61161 (Fine Arts Schools), NAICS 71141 (Agents and Managers for Artists, Athletes, Entertainers and Other Public Figures), NAICS 81321 (Grant-Making and Giving Services), NAICS 81331 (Social Advocacy Organizations) and NAICS 8139 (Business, Professional, Labour and other Membership Organizations). Since many of the NAICS categories for Support services are shared by various culture sub-sectors, we combine them all as total GDP from *culture support services*.

Data sources:

- CANSIM table 379-0017
- Labour Force Survey (LFS)

Methodology:

- *Contribution to GDP:* is derived from the *CANSIM table* for NAICS 81321, NAICS 81331, NAICS 8139 and NAICS 71141. GDP data for NAICS 61161 are not available.
- *Contribution to employment:* is derived from the *LFS* for NAICS 81321, NAICS 81331, NAICS 8139 and NAICS 71141. Employment data for NAICS 61161 are not available.

2. Film industry

2.1 Film industry creation: includes the activities of establishments primarily engaged in NAICS 71151 (Independent Artists, Writers and Performers) cross-tabulated with the following occupational categories: SOC F031 (Producers, Directors, Choreographers and related occupation, SOC F035 (Actors), SOC F122 (Film and video operators), SOC F125 (Audio and Video Recording Technicians), SOC F126 (Other Technical Occupations in Motion Pictures) and SOC F127 (Support and Assisting occupations in Motion Pictures). This is done in order to capture only the *Film industry creation* activities of establishments engaged in NAICS 71151, i.e., these occupational categories capture the part of NAICS 71151 related only to the *Film industry creation* category.

Data sources:

- Labour Force Survey (LFS)
- CANSIM table 379-0017

Methodology:

- *Contribution to GDP:* The GDP figure is derived from the *CANSIM table* for NAICS 71151 for the following occupational categories: SOC F031, F035, F122, F125, F126 and F127.
- *Contribution to employment:* The *LFS* provides employment estimates of NAICS 71151 for the following occupational categories: SOC F031, F035, F122, F125, F126 and F127.

2.2 Film industry production: includes the activities of establishments primarily engaged in NAICS 51211 (Motion Picture and Video Production). We use the data from the *Film, Video and Audio-Visual Production Survey* as a proxy for the NAICS category in order to calculate the contribution to GDP and the employment counts.

Data source: Film, Video and Audio-Visual Production Survey

Methodology:

- *Contribution to GDP: Net operating surplus (loss) and Net income of unincorporated business + Salaries, Wages and Supplementary Labour Income + Depreciation* from the *Film, Video and Audio-Visual Production Survey.*
- *Contribution to employment:* is obtained from the *Film, Video and Audio-Visual Production Survey.*

2.3 Film industry manufacturing: includes the activities of establishments primarily engaged in NAICS 51219 (Post-Production and Other Motion Picture and Video Industries) and NAICS 33461 (Manufacturing and Reproducing Magnetic and Optical Media). The data from the *Motion Picture Laboratory Operations and Post Production Services Industry Survey* are used as proxy for NAICS 51219 for GDP and employment. NAICS 33461 is allocated to both *Film industry manufacturing* and *Sound recording and music publishing manufacturing*; hence, employment and GDP is allocated equally to these categories.

Data sources:

- Annual Survey of Manufacturers. (CANSIM table 301-0003)
- Motion Picture Laboratory Operations and Production and Post Production Services Industry Survey.

Methodology:

- *Contribution to GDP: Net operating surplus (loss) and Net income of unincorporated business + Salaries, Wages and Supplementary Labour Income + Depreciation* from the *Motion Picture Laboratory Operation and Production and Post Production Services Industry Survey* for NAICS 51219. GDP for NAICS 33461 refers to the manufacturing value added obtained from the *Annual Survey of Manufacturers.*
- *Contribution to employment:* is obtained from the *Motion Picture Laboratory Operation and Production and Post Production Services Industry Survey.* Employment for NAICS 33461 refers to the production workers obtained from the *Annual Survey of Manufacturers.*

2.4 Film industry distribution: includes the activities of establishments primarily engaged in NAICS 51212 (Motion Picture and Video Distribution), NAICS 41445 (Video Cassette Wholesalers), NAICS 45122 (Pre-recorded Tape, Compact Disc and Record Stores), NAICS 51213 (Motion Picture and Video exhibition) and NAICS 53223 (Video Tape and Disc Rental). Since the NAICS 45122 is also included in *Sound recording and music publishing distribution*, we allocate the employment and GDP equally to *Film industry distribution* and *Sound recording and music publishing distribution* categories.

Data sources:

- Film, Video and Audio Visual Distribution Survey
- Annual Wholesale Trade Survey
- Annual Retail Trade Survey
- Motion Picture Theatres Survey
- CANSIM table 379-0017
- CANSIM table 282-0008

Methodology:

- *Contribution to GDP:* To calculate GDP for NAICS 45122, we calculate the proportion of all wholesale operating revenues in Canada (total wholesale operating revenues from all NAICS categories) from NAICS 45122. We then apply this proportion to the GDP from total wholesale trade in Canada to derive our estimate. This step is repeated to calculate GDP for retail trade for NAICS 45122. Wholesale and retail operating revenues are obtained from the *Annual Wholesale Trade Survey* and the *Annual Retail Trade Survey*, respectively. Total wholesale and retail GDP numbers are derived from the CANSIM table 379-0017.

  The *Motion Picture Theatres Survey* is used as proxy for the NAICS 51213 to calculate the GDP: *Net operating surplus (loss) and Net income of unincorporated business + Salaries, Wages and Supplementary Labour Income + Depreciation.* Similarly, *Film, Video and Audio Visual Distribution Survey* is used to calculate GDP for NAICS 51212 and NAICS 41445: *Net operating surplus (loss) and net income of unincorporated business + Salaries, Wages and Supplementary Labour Income + Depreciation.*
- *Contribution to employment:* To calculate employment for NAICS 45122, we calculate the proportion of all wholesale operating revenues in Canada (total wholesale operating revenues from all NAICS categories) from NAICS 45122. We then apply this proportion to the employment from total wholesale trade in Canada to derive our estimate. This step is repeated to calculate employment for retail trade for NAICS 45122. Wholesale and retail operating revenues are

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obtained from the *Annual Wholesale Trade Survey* and the *Annual Retail Trade Survey*, respectively. Total wholesale and retail employment numbers are derived from the CANSIM table 282-0008.

The *Motion Picture Theatre Survey* is used as proxy to calculate employment for NAICS 51213. Similarly, *Film, Video and Audio Visual Distribution Survey* is used as a proxy to calculate employment for NAICS 51212 and NAICS 41445.

2.5 Film industry support services: includes the activities of establishments primarily engaged in NAICS 61161 (Fine Arts Schools), NAICS 71141 (Agents and Managers for Artists, Athletes, Entertainers and Other Public Figures), NAICS 81321 (Grant-Making and Giving Services), NAICS 81331 (Social advocacy Organizations) and NAICS 8139 (Business, Professional, Labour and Other Membership Organizations). Since many of the NAICS categories for Support services are shared by various culture sub-sectors, we combine them all as GDP from *culture support services*. Employment and GDP data for NAICS 61161 are not available.

Data sources:

- CANSIM table 379-0017
- Labour Force Survey (LFS)

Methodology:

- *Contribution to GDP:* is derived from the *CANSIM table* for NAICS 81321, NAICS 81331, NAICS 8139 and NAICS 71141.
- *Contribution to employment:* is derived from the *LFS* for NAICS 81321, NAICS 81331, NAICS 8139 and NAICS 71141.

3. Broadcasting

3.1 Broadcasting creation: includes the activities of establishments primarily engaged in NAICS 71151 (Independent Artists, Writers and Performers), cross-tabulated with the following occupational categories: SOC F124 (Broadcast Technicians), SOC F126 (Other Technical Occupation in Pictures, Broadcasting and the Performing arts), SOC F131 (Announcers and Other Broadcasters), SOC F127 (Support and Assisting Occupations in Motion Pictures, Broadcasting and the Performing Arts). This is done in order to capture only the *Broadcasting creation* activities of establishments engaged in NAICS 71151, i.e., these occupational categories capture the part of NAICS 71151 related only to the *Broadcasting creation* category. Since SOC F126 and SOC F127 are already included in *Film industry creation*, these occupational categories are not included in *Broadcasting creation* in order to avoid double counting.

Data sources:

- Labour Force Survey (LFS)
- CANSIM table 379-0017

Methodology:

- *Contribution to GDP:* The GDP figures are computed from the *CANSIM table* for NAICS 71151 for the following occupational categories: SOC F124, F126, F127 and F131.

- *Contribution to employment:* The *LFS* provides estimates of NAICS 71151 for the following occupational categories: SOC F124, F126, F127 and F131.

3.2 Broadcasting production: includes the activities of establishments primarily engaged in NAICS 51511 (Radio Broadcasting), NAICS 51512 (Television Broadcasting) and NAICS 5152 (Pay and Specialty Television) and NAICS 51611 (Internet Publishing and Broadcasting). We use the *Radio and Television Broadcasting Survey* as proxy for NAICS 51311 and NAICS 51312. We use the data from the Cansim table for NAICS 5152. Since NAICS 51511 and NAICS 51512 are also included in *Broadcasting Distribution*, we allocate the GDP and employment numbers for these NAICS categories equally to *Broadcasting production* and *Broadcasting distribution* categories.

Data sources:

- Radio and Television Broadcasting Survey
- CANSIM table 379-0017
- Labour Force Survey (LFS)

Methodology:

- *Contribution to GDP: Salaries, Wages and Supplementary Labour Income + Net operating surplus (loss) and Net income of unincorporated business + Depreciation* from the *Radio and Television Broadcasting Survey* for NAICS 51511 and NAICS 51512. GDP data for NAICS 5152 are obtained from the *CANSIM table.*
- *Contribution to employment:* is obtained from the *Radio and Television Broadcasting Survey* for NAICS 51511 and NAICS 51512. Employment data for NAICS 5152 are obtained from the *LFS.*

3.3 Broadcasting manufacturing: Not applicable.

3.4 Broadcasting distribution: includes the activities of establishments primarily engaged in NAICS 51511 (Radio Broadcasting), NAICS 51512 (Television Broadcasting) and NAICS 5175 (Cable and Other Program Distribution). Since these NAICS categories are also included in *Broadcasting production*, we allocate the GDP and employment numbers for these NAICS categories equally to the *Broadcasting production* and *Broadcasting distribution* categories.

3.5 Broadcasting support services: includes the activities of establishments primarily engaged in NAICS 61161 (Fine Arts Schools), NAICS 71141 (Agents and Managers for Artists, Athletes, Entertainers and Other Public Figures), NAICS 81321 (Grant-Making and Giving Services), NAICS 81331 (Social Advocacy Organizations) and NAICS 8139 (Business, Professional, Labour and other Membership Organizations). Since many of the NAICS categories for Support services are shared by various culture sub-sectors, we combine them all as total GDP from *culture support services.* Employment and GDP data for NAICS 61161 are not available.

Data sources:

- CANSIM table 379-0017
- Labour Force Survey (LFS)

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Methodology:

- *Contribution to GDP:* for NAICS 61161, NAICS 71141, NAICS 81321, NAICS 81331 and NAICS 8139 are derived from the *CANSIM table.*
- *Contribution to employment:* for NAICS 61161, NAICS 71141, NAICS 81321, NAICS 81331 and NAICS 8139 are derived from the *LFS.*

4. Sound recording and music publishing

4.1 Sound recording and music publishing creation: includes the activities of establishments primarily engaged in NAICS 71151 (Independent Artists, Writers and Performers), cross-tabulated with the following occupational categories: SOC F031 (Producers, Directors, Choreographers and Related Occupations), SOC F032 (Conductors, Composers and Arrangers), SOC F033 (Musicians and Singers) and SOC F125 (Audio and Video Recording Technicians). This is done in order to capture only the *Sound recording and music publishing creation* activities of establishments engaged in NAICS 71151, i.e., these occupational categories capture the part of NAICS 71151 related only to the *Sound recording and music publishing creation* category. This category also includes the activities of establishments engaged in NAICS 71113 (Musical Groups and Artists) for which data are not available. Since SOC F031 and SOC F125 are already included in *Broadcasting creation*, these occupational categories are not included in *Sound recording and music publishing creation* in order to avoid double counting.

Data sources:

- CANSIM table 379-0017
- Labour Force Survey (LFS)

Methodology:

- *Contribution to GDP:* The GDP figures are derived from the *CANSIM table* for NAICS 71151 for the following occupational categories: SOC F031, F032, F033 and F125.
- *Contribution to employment:* The *LFS* provides estimates of NAICS 71151 for the following occupational categories: SOC F031, F032, F033 and F125.

4.2 Sound recording and music publishing production: includes the activities of establishments primarily engaged in NAICS 51221 (Record Production) and NAICS 51222 (Integrated Record Production and Distribution), NAICS 7113 (Promoters of Presenting Arts, Sports and Similar Events) and NAICS 51224 (Sound Recording Studios).

Data sources:

- CANSIM table 379-0017
- Labour Force Survey (LFS)

Methodology:

- *Contribution to GDP:* Since data for the required individual NAICS categories are not available, we use the data for NAICS 5122 (Sound Recording Industries) from the *CANSIM table*, which includes all the required NAICS categories (NAICS 51221, NAICS 51222, NAICS 51223 and NAICS 51224) with the two extra categories NAICS 51223 (Music Publishers) and NAICS 51229 (Other Sound Recording Industries). Since GDP data for NAICS 7113 are not available,

we use the percentage of employed workers for NAICS 71 from NAICS 7113 and apply this proportion to the GDP from NAICS 71.

- *Contribution to employment:* is derived from the *LFS* for NAICS 5122 and NAICS 7113.

4.3 Sound recording and music publishing manufacturing: includes the activities of establishments primarily engaged in NAICS 33461 (Manufacturing and Reproducing Magnetic and Optical Media), NAICS 51222 (Integrated Record Production/Distribution) and NAICS 512230 (Music Publishers – Publishing and Printing Combined). Data for NAICS 51222 and NAICS 512230 are already included in the *Sound recording and music publishing production* category. NAICS 33461 is allocated to both *Film industry manufacturing* and *Sound recording and music publishing manufacturing*, hence GDP and employment is allocated equally to these two categories.

Data source: Annual Survey of Manufacturers. (CANSIM table 301-0003)

Methodology:

- *Contribution to GDP:* refers to the total manufacturing value added for NAICS 33461 obtained from the *Annual Survey of Manufacturers.*
- *Contribution to employment:* refers to the production workers for NAICS 33461 obtained from the *Annual Survey of Manufacturers.*

4.4 Sound recording and music publishing distribution: includes the activities of establishments primarily engaged in NAICS 41444 (Sound Recording Wholesalers), NAICS 45122 (Retail – Pre-Recorded Tape, Compact Disc and Record Stores and NAICS 51222 (Integrated Record Production and Distribution). Employment and GDP data for NAICS 51222 are included in the *Sound recording and music publishing production* category. Since NAICS 45122 is included for both *Film industry distribution* and *Sound recording and music publishing distribution*, we allocate the GDP and employment equally to these two categories.

Data sources:

- Annual Wholesale Trade Survey
- Annual Retail Trade Survey
- CANSIM table 379-0017
- CANSIM table 282-0008

Methodology:

- *Contribution to GDP:* Since GDP data for NAICS 41444 are not available, we calculate the proportion of total wholesale operating revenues in Canada (total wholesale operating revenues from all NAICS categories) from NAICS 41444. We then apply this proportion to the GDP from total wholesale trade in Canada to derive our estimate. This step is repeated to calculate GDP for retail trade for NAICS 45122. Wholesale and retail operating revenues are obtained from the *Annual Wholesale Trade Survey* and the *Annual Retail Trade Survey*, respectively. Total wholesale and retail GDP numbers are derived from the Cansim table 379-0017.
- *Contribution to employment:* Since employment data for NAICS 41444 are not available, we calculate the proportion of total wholesale operating revenues in Canada (total wholesale operating revenues from all NAICS categories) from NAICS 41444. We then apply this proportion to the employment from total

wholesale trade in Canada to derive our estimate. This step is repeated in order to calculate employment for retail trade for NAICS 45122. Wholesale and retail operating revenues are obtained from the *Annual Wholesale Trade Survey* and the *Annual Retail Trade Survey*, respectively. Total wholesale and retail employment numbers are derived from the CANSIM table 282-0008.

4.5 Sound recording and music publishing support services: includes the activities of establishments primarily engaged in NAICS 61161 (Fine Arts Schools), NAICS 71141 (Agents and Managers for Artists, Athletes, Entertainers and Other Public Figures), NAICS 81321 (Grant-Making and Giving Services), NAICS 81331 (Social Advocacy Organizations), NAICS 8139 (Business, Professional, Labour and other Membership Organizations) and NAICS 45114 (Musical Instruments and Supplies Stores). Since many of the NAICS categories for support services are shared by various culture sub-sectors, we combine them all as total GDP from *culture support services.* Employment and GDP for NAICS 61161 and NAICS 45114 are not available.

Data sources:

- CANSIM table 379-0017
- Labour Force Survey (LFS)

Methodology:

- *Contribution to GDP:* for NAICS 81321, NAICS 81331, NAICS 8139 and NAICS 71141 are derived from the *CANSIM table.*
- *Contribution to employment:* for NAICS 81321, NAICS 81331, NAICS 8139 and NAICS 71141 are derived from the *LFS.*

5. Performing arts

5.1 Performing arts creation: includes the activities of establishments primarily engaged in NAICS 71151 (Independent Artists, Writers and Performers), cross-tabulated with the following occupational categories: SOC F031 (Producers, Directors, Choreographers and Related Occupations), SOC F032 (Conductors, Composers and Arrangers), SOC F033 (Musicians and Singers), SOC F034 (Dancers) and SOC F035 (Actors). This is done in order to capture only the *Performing arts creation* activities of establishments engaged in NAICS 71151, i.e., these occupational categories capture the part of NAICS 71151 related only to *Performing arts creation* category. This category also includes the activities of establishments engaged in NAICS 71113 (Musical Groups and Artists) for which data are not available. Since SOC F031 is included in *Film industry creation* and SOC F032 and SOC F033 are included in *Sound recording and music publishing creation*, these occupational categories are not included in *Performing arts creation* in order to avoid double counting.

Data sources:

- Labour Force Survey (LFS)
- CANSIM table 379-0017

Methodology:

- *Contribution to GDP:* The GDP figures are derived from the *CANSIM table* for NAICS 71151 for the following occupational categories: SOC F031, F032, F033, FOC 034 and F035.
- *Contribution to employment:* The *LFS* provides estimates of NAICS 71151 for the following occupational categories: SOC F031, F032, F033, F034 and F035.

5.2 Performing Arts Production: includes the activities of establishments primarily engaged in NAICS 71111 (Theatre Companies and Dinner Theatres), NAICS 71112 (Dance Companies) and NAICS 71119 (Other Performing Arts) and NAICS 71131 (Live Theatres and Other Performing Arts Producers (Presenters) with Facilities).

Data sources:

- CANSIM table 379-0017
- Labour Force Survey (LFS)

Methodology:

- *Contribution to GDP:* for NAICS 71111, NAICS 71112, NAICS 71119 and NAICS 711311 are derived from the *CANSIM table.*
- *Contribution to employment:* for NAICS 71111, NAICS 71112, NAICS 71119 and NAICS 711311 are derived from the *LFS.*

5.3 Performing Arts Manufacturing: Not applicable.

5.4 Performing Arts Distribution: includes the activities of establishments primarily engaged in NAICS 711321 (Performing Arts Promoters (Presenters) Without Facilities). This NAICS category is included in *Performing arts production.*

5.5 Performing Arts support services: includes the activities of establishments primarily engaged in NAICS 45114 (Musical Instruments and Supplies Stores), NAICS 61161 (Fine Arts Schools), NAICS 71141 (Agents and Managers for Artists, Athletes, Entertainers and Other Public Figures), NAICS 81321 (Grant-Making and Giving Services), NAICS 81331 (Social Advocacy Organizations) and NAICS 8139 (Business, Professional, Labour and Other Membership Organizations). Since many of the NAICS categories for Support services are shared by various culture sub-sectors, we combine them all as total GDP from *culture support services.* Employment and GDP for NAICS 61161 and NAICS 45114 are not available.

Data sources:

- CANSIM table 379-0017
- Labour Force Survey (LFS)

Methodology:

- *Contribution to GDP:* for NAICS 81321, NAICS 81331, NAICS 8139, NAICS 71141 and NAICS 7113 are derived from the *CANSIM table.*
- *Contribution to employment:* for NAICS 81321, NAICS 81331, NAICS 8139, NAICS 71141 and NAICS 7113 are derived from the *LFS.*

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6. Visual arts

6.1 Visual arts creation: includes the activities of establishments primarily engaged in NAICS 71151 (Independent Artists, Writers and Performers), cross-tabulated with the following occupation category: SOC F036 (Painters, Sculptors and Other Visual Artists). This is done in order to capture only the *Visual arts creation* activities of establishments engaged in NAICS 71151, i.e., these occupational categories capture the part of NAICS 71151 related to *Visual arts creation*.

Data sources:

- Labour Force Survey (LFS)
- CANSIM table 379-0017

Methodology:

- *Contribution to GDP:* The GDP figures are derived from the *CANSIM table* for NAICS 71151 for the following occupation category: SOC F036.
- *Contribution to employment:* The *LFS* provides estimates of NAICS 71151 for the following occupation category: SOC F036.

6.2 Visual arts production: includes the activities of establishments primarily engaged in NAICS 32711 (Pottery, Ceramics and Plumbing Fixtures Manufacturing).

Data sources:

- Labour Force Survey (LFS)
- CANSIM table 379-0017

Methodology:

- *Contribution to GDP:* The GDP figures are computed from the *CANSIM table* for NAICS 3271 which includes the required category (NAICS 32711) but also include NAICS 32712 (Clay Building Material and Refractory Manufacturing).
- *Contribution to employment:* The *LFS* provides estimates for NAICS 3271 which includes the required category (NAICS 32711) but also include NAICS 32712 (Clay Building Material and Refractory Manufacturing).

6.3 Visual arts manufacturing: includes the activities of establishments primarily engaged in NAICS 323113 (Commercial Screen Printing). This NAICS is already included in *Written media manufacturing* category.

6.4 Visual arts distribution: includes the activities of establishments primarily engaged in NAICS 45392 (Art dealers). Since NAICS 45392 is included for both *Photography distribution* and *Visual arts distribution* categories, we allocate the GDP and employment numbers for NAICS 45392 equally to these two categories.

Data source:

- Annual Retail Trade Survey
- CANSIM table 379-0017
- CANSIM table 282-0008

Methodology:

- *Contribution to GDP:* Since GDP data for NAICS 45392 are not available, we calculate the proportion of total retail operating revenues in Canada (total retail operating revenues from all NAICS categories) from NAICS 45392. We then apply this proportion to the GDP from total retail trade in Canada to derive our estimate. Retail operating revenues are obtained from the *Annual Retail Trade Survey*. Total wholesale and retail GDP numbers are derived from the CANSIM table 379-0017.
- *Contribution to employment:* Since employment data for NAICS 45392 are not available, we calculate the proportion of total retail operating revenues in Canada (total retail operating revenues from all NAICS categories) from NAICS 45392. We then apply this proportion to the employment from total retail trade in Canada to derive our estimate. Retail operating revenues are obtained from the *Annual Retail Trade Survey*. Total wholesale and retail employment numbers are derived from the CANSIM table 282-0008.

6.5 Visual arts support services: includes the activities of establishments primarily engaged in NAICS 61161 (Fine Arts Schools), NAICS 81321 (Grant-Making and Giving Services), NAICS 81331 (Social Advocacy Organizations) and NAICS 8139 (Business, Professional, Labour and Other Membership Organizations). Since many of the NAICS categories for Support services are shared by various culture sub-sectors, we combine them all as total GDP from *culture support services*. Employment and GDP data for NAICS 61161 are not available.

Data sources:

- CANSIM table 379-0017
- Labour Force Survey (LFS)

Methodology:

- *Contribution to GDP:* for NAICS 81321, NAICS 81331 and NAICS 8139 are derived from the *CANSIM table*.
- *Contribution to employment:* for NAICS 81321, NAICS 81331 and NAICS 8139 are derived from the *LFS*.

7. Architecture

7.1 Architecture creation: includes the activities of establishments primarily engaged in NAICS 54131 (Architectural Services) and NAICS 54132 (Landscape Architectural services), cross-tabulated with the following occupational categories: SOC C051 (Architects), SOC C052 (Landscape Architects) and SOC C151 (Architectural Technologists and Technicians). This is done to capture only the *Architecture creation* activities of establishments engaged in NAICS 54131, i.e., these occupational categories capture only the part of NAICS 54131 related to *Architecture creation*.

Data sources:

- Labour Force Survey (LFS)
- CANSIM table 379-0017

Methodology:

- *Contribution to GDP:* The GDP figures are derived from the *CANSIM table* for NAICS 54131 for the following occupation categories: SOC C051, SOC C052 and SOC C151.
- *Contribution to employment:* The *LFS* provides estimates of NAICS 54131 for the following occupation categories: SOC C051, SOC C052 and SOC C151.

7.2 Architecture production: Not applicable.

7.3 Architecture manufacturing: Not applicable.

7.4 Architecture distribution: Not applicable.

7.5 Architecture support services: includes the activities of establishments primarily engaged in NAICS 81321 (Grant-Making and Giving Services), NAICS 81331 (Social Advocacy Organizations) and NAICS 8139 (Business, Professional, Labour and Other Membership Organizations). Since many of the NAICS categories for Support services are shared by various culture sub-sectors, we combine them all as total GDP from c*ulture support services.*

Data sources:

- CANSIM table 379-0017
- Labour Force Survey (LFS)

Methodology:

- *Contribution to GDP:* for NAICS 81321, NAICS 81331 and NAICS 8139 are derived from the *CANSIM table.*
- *Contribution to employment:* for NAICS 81321, NAICS 81331 and NAICS 8139 are derived from the *LFS.*

8. Photography

8.1 Photography creation: includes the activities of establishments primarily engaged in NAICS 54192 (Photographic Services), cross-tabulated with the following occupation category: SOC F121 (Photographers). This is done to capture only the *Photography creation* activities of establishments engaged in NAICS 54192, i.e., these occupational categories capture the part of NAICS 54192 only related to the *Photography creation* category.

Data sources:

- Labour Force Survey (LFS)
- CANSIM table 379-0017

Methodology:

- *Contribution to GDP:* The GDP figures are derived from the *CANSIM table* for NAICS 5419 for the following occupation category: SOC F121.
- *Contribution to employment:* The *LFS* provides estimates of NAICS 5419 for the following occupation category: SOC F121.

8.2 Photography production: includes the activities of establishments primarily engaged in NAICS 812921 (Photo Finishing Laboratories). Data for NAICS 812921 are not available.

8.3 Photography manufacturing: Not applicable.

8.4 Photography distribution: includes the activities of establishments primarily engaged in NAICS 45392 (Art dealers). Since NAICS 45392 is included for both *Photography distribution* and *Visual arts distribution* categories, we allocate the employment and GDP for this NAICS equally to these two categories.

Data source:

- Annual Retail Trade Survey
- CANSIM table 379-0017
- CANSIM table 282-0008

Methodology:

- *Contribution to GDP:* Since GDP data for NAICS 45392 are not available, we calculate the proportion of total retail operating revenues in Canada (total wholesale retail revenues from all NAICS categories) from NAICS 45392. We then apply this proportion to the GDP from total retail trade in Canada to derive our estimate. Retail operating revenues are obtained from the *Annual Retail Trade Survey*. Total wholesale and retail GDP numbers are derived from the CANSIM table 379-0017.
- *Contribution to employment:* Since employment data for NAICS 45392 are not available, we calculate the proportion of total retail operating revenues in Canada (total retail operating revenues from all NAICS categories) from NAICS 45392. We then apply this proportion to the employment from total retail trade in Canada to derive our estimate. Retail operating revenues are obtained from the *Annual Retail Trade Survey*. Total wholesale and retail employment numbers are derived from the CANSIM table 282-0008.

8.5 Photography support services: includes the activities of establishments primarily engaged in NAICS 61161 (Fine Arts Schools), NAICS 81321 (Grant-Making and Giving Services), NAICS 81331 (Social Advocacy Organizations) and NAICS 8139 (Business, Professional, Labour and Other Membership Organizations). Since many of the NAICS categories for Support services are shared by various culture sub-sectors, we combine them all as total GDP from *culture support services*. Employment and GDP data for NAICS 61161 are not available.

Data sources:

- CANSIM table 379-0017
- Labour Force Survey (LFS)

Methodology:

- *Contribution to GDP:* for NAICS 81321, NAICS 81331 and NAICS 8139 are derived from the *CANSIM table*.
- *Contribution to employment:* for NAICS 81321, NAICS 81331 and NAICS 8139 are derived from the *LFS*.

9. Design

9.1 Design creation: includes the activities of establishments primarily engaged in NAICS 54141 (Interior Design Services), NAICS 54142 (Industrial Design Services), NAICS 54143 (Graphic Design Services) and NAICS 54149 (Other Specialized Design Services).

Data sources:

- Labour Force Survey (LFS)
- Annual Survey of Service Industries: Specialized Design (CANSIM table 360-0002)

Methodology:

- *Contribution to GDP:* The GDP figures are computed from the *CANSIM table* for NAICS 5414 (Specialized Design Services), which includes NAICS 54141, NAICS 54142, NAICS 54143 and NAICS 54149.
- *Contribution to employment:* The *LFS* provides estimates of NAICS 5414 (Specialized Design Services), which includes NAICS 54141, NAICS 54142, NAICS 54143 and NAICS 54149.

9.2 Design production: Not applicable.

9.3 Design manufacturing: Not applicable.

9.4 Design distribution: Not applicable.

9.5 Design support services: Not applicable.

10. Advertising

10.1 Advertising creation: includes the activities of establishments primarily engaged in NAICS 54143 (Graphic Design Services) and NAICS 541899 (All Other Services Related to Advertising). NAICS 541899 is included in *Advertising production* category and NAICS 54143 is included in *Design creation* category.

10.2 Advertising production: includes the activities of establishments primarily engaged in NAICS 54181 (Advertising Agencies), NAICS 54185 (Display Advertising), NAICS 54186 (Direct Mail Advertising) and NAICS 541891 (Specialized Advertising Distribution).

Data sources:

- CANSIM 379-0017
- Labour Force Survey (LFS)

Methodology:

- *Contribution to GDP:* Since data are not available at the disaggregated NAICS 5-digit levels, hence the contribution to GDP is calculated using an estimate of GDP for NAICS 5418 (which includes NAICS 54181, NAICS 54182, NAICS 54183, NAICS 54184, NAICS 54185, NAICS 54186, NAICS 54187, NAICS 541891 and NAICS 541899) from the *CANSIM table*. Thus, this estimate includes *Advertising creation* (NAICS 541899) and *Advertising distribution* activities (NAICS 54183, NAICS 54184, NAICS 54187 and NAICS 541899). The only extra category included is NAICS 54182.

- *Contribution to employment:* The contribution to GDP is calculated using an estimate of GDP for NAICS 5418 from the *LFS*. This estimate also includes contribution to *Advertising creation* and *Advertising distribution*. The only extra category included is NAICS 54182.

10.3 Advertising manufacturing: Not applicable.

10.4 Advertising distribution: includes the activities of establishments primarily engaged in NAICS 54183 (Media Buying Agencies), NAICS 54184 (Media Representatives), NAICS 54187 (Advertising Material Distribution Services) and NAICS 541899 (All Other Services Related to Advertising). These NAICS categories are included in *Advertising production* category.

10.5 Advertising support services: Not applicable.

11. Festivals

11.1 Festivals creation: includes the activities of establishments primarily engaged in NAICS 7111 (Performing Arts Companies). This NAICS is included in *Performing arts production* category. This category also includes the activities of establishments engaged in NAICS 71113 (Musical Groups and Artists) for which data are not available.

11.2 Festivals production: includes the activities of establishments primarily engaged in NAICS 711322 (Festivals without Facilities). We use the festivals data obtained from the Department of Canadian Heritage as a proxy for this NAICS category to calculate the contribution to GDP and the employment counts. It should be noted that the festival data are used in our estimate is not comprehensive since the data from Canadian Heritage only include data on those festivals which receive funding through the *Cultural Initiatives Program*.

Data sources:

- Festivals data obtained from the Department of Canadian Heritage
- CANSIM table 187-00011

Methodology:

- *Contribution to GDP: Salaries, Wages and Supplementary Labour Income + Net operating surplus (loss) and Net income of unincorporated business + Depreciation* from the festivals data obtained from the Department of Canadian Heritage. In order to calculate the depreciation expense, we calculate the proportion of depreciation from operating expenses for NAICS 71 (Arts, Entertainment and Recreation) using CANSIM table and apply this proportion to the operating expenses for festival production derived from the festivals data obtained from the Department of Canadian Heritage.
- *Contribution to employment:* is derived from the festivals data obtained from the Department of Canadian Heritage.

11.3 Festivals manufacturing: Not applicable.

11.4 Festivals distribution: Not applicable.

11.5 Festivals support services: includes the activities of establishments primarily

engaged in NAICS 81321 (Grant-Making and Giving Services), NAICS 81331 (Social Advocacy Organizations) and NAICS 8139 (Business, Professional, Labour and Other Membership Organizations). Since many of the NAICS categories for Support services are shared by various culture sub-sectors, we lump them all together as total GDP from *culture support services.*

Data sources:

- CANSIM table 379-0017
- Labour Force Survey (LFS)

Methodology:

- *Contribution to GDP:* for NAICS 81321, NAICS 81331 and NAICS 8139 are derived from the *CANSIM table.*
- *Contribution to employment:* for NAICS 81321, NAICS 81331 and NAICS 8139 are derived from the *LFS.*

12. Heritage

12.1 Heritage creation: Not applicable.

12.2 Heritage production: includes the activities of establishments primarily engaged in NAICS 71211 (Museums), NAICS 71212 (Heritage and Historic Sites), NAICS 71213 (Zoos and Botanical Gardens) and NAICS 71219 (Other Heritage Institutions). We use the *Survey of Heritage Institutions* as proxy for these NAICS categories to calculate the contribution to GDP and the employment counts.

Data sources:

- Survey of Heritage Institutions
- CANSIM table 187-00011

Methodology:

- *Contribution to GDP: Salaries, Wages and Supplementary Labour Income + Net operating surplus (loss) and Net income of unincorporated business + Depreciation* from the *Survey of Heritage Institutions.* In order to calculate the depreciation expense, we use the proportion of depreciation expense from the total operating expense for NAICS 71 (Arts, Entertainment and Recreation) using Cansim table and apply this proportion to the operating expenses for heritage production derived from the *Heritage Institutions Survey.*
- *Contribution to employment:* is derived from the *Survey of Heritage Institutions.*

12.3 Heritage manufacturing: Not applicable.

12.4 Heritage distribution: Not applicable.

12.5 Heritage support services: includes the activities of establishments primarily engaged in NAICS 81321 (Grant-Making and Giving Services), NAICS 81331 (Social Advocacy Organizations) and NAICS 8139 (Business, Professional, Labour and Other Membership Organizations). Since many of the NAICS categories for Support services are shared by various culture sub-sectors, we combine them all as total GDP from *culture support services.*

Data sources:

- CANSIM table 379-0017
- Labour Force Survey (LFS)

Methodology:

- *Contribution to GDP:* for NAICS 81321, NAICS 81331 and NAICS 8139 are derived from the *CANSIM table.*
- *Contribution to employment:* for NAICS 81321, NAICS 81331 and NAICS 8139 are derived from the *LFS.*

13. Other information services

13.1 Other information services creation: includes the activities of establishments primarily engaged in NAICS 51911 (News Syndicates). Employment and GDP data for this NAICS are not available.

13.2 Other information services production: includes the activities of establishments primarily engaged in NAICS 519121 (Libraries) and NAICS 519122 (Archives). We use the data from *National Core Library Statistics Program (NCLSP)* as proxy for these NAICS categories in order to calculate the contribution to GDP and the employment counts. In order to calculate the depreciation expense, we use the proportion of depreciation expense from the operating expense for NAICS 51 (Information and Cultural Industries) using CANSIM Table 187-00011 and apply this proportion to the operating expenses derived from the *National Core Library Statistics Program (NCLSP).*

Data source: National Core Library Statistics Program (NCLSP)

Methodology:

- *Contribution to GDP: Net operating surplus (loss) and Net income of unincorporated business + Salaries, Wages and Supplementary Labour Income + Depreciation* from the *NCLSP* survey.
- *Contribution to employment:* is derived from the *NCLSP* ("Full-time equivalent" staff were only reported in the *NCLSP*).

13.3 Other information services manufacturing: Not applicable.

13.4 Other information services distribution: Not applicable.

13.5 Other information support services: includes the activities of establishments primarily engaged in NAICS 81321 (Grant-Making and Giving Services), NAICS 81331 (Social Advocacy Organizations) and NAICS 8139 (Business, Professional, Labour and Other Membership Organizations). Since many of the NAICS categories for Support services are shared by various culture sub-sectors, we combine them all as total GDP from *culture support services.*

Data sources:

- CANSIM table 379-0017
- Labour Force Survey (LFS)

Methodology:

- *Contribution to GDP:* for NAICS 81321, NAICS 81331 and NAICS 8139 are derived from the *CANSIM table.*
- *Contribution to employment:* for NAICS 81321, NAICS 81331 and NAICS 8139 are derived from the *LFS.*

Appendix E: Definition of culture

The Culture Sector

Defined using North American Industry Classification System (NAICS) codes

Writing and published works

Creation	Production	Manufacturing	Distribution	Support services
71151 Independent artists, writers, performers	51111 Newspaper publishers 51112 Periodical publishers 51113 Book publishers 51119 Other publishers 51611 Internet publishing and broadcasting	323113 Commercial screen printing 323114 Quick printing 323115 Digital printing 323119 Other printing 32312 Support activities for Printing. This industry comprises establishments primarily engaged in providing support services to commercial printers, such as pre-press and bindery work.	41442 Book, periodical and newspaper wholesalers 45121 Book stores and news dealers	61161 Fine arts schools 71141 Agents and managers for artists, athletes, entertainers and other public figures 81321 Grant making and giving services 81331 Social advocacy organizations 8139 Business, professional, labour and other membership organizations

Film and video

Creation	Production	Manufacturing	Distribution	Support services
71151 Independent artists, writers, performers	51211 Motion picture and video production	33461 Manufacturing and reproducing magnetic and optical media 51219 Post-production and other motion picture and video industries	41445 Video cassette wholesalers 45122 Pre-recorded tape, compact disc and record stores 51212 Motion picture and video distribution 51213 Motion picture and video exhibition 53223 Video tape and disc rental	61161 Fine arts schools 71141 Agents and managers for artists, athletes, entertainers and other public figures 81321 Grant making and giving service 81331 Social advocacy organizations 8139 Business, professional, labour and other membership organizations

Broadcasting

Creation	Production	Manufacturing	Distribution	Support services
71151 Independent artists, writers, performers	51511 Radio broadcasting 51512 Television broadcasting 5152 Pay and speciality television 51611 Internet publishing and broadcasting		51511 Radio broadcasting 51512 Television broadcasting 5175 Cable and other program distribution	61161 Fine arts schools 71141 Agents and managers for artists, athletes, entertainers and other public figures 81321 Grant making and giving services 81331 Social advocacy organizations 8139 Business, professional, labour and other membership organizations

Note: Establishments involved in Radio and television broadcasting are involved in both production and distribution.

The Culture Sector – continued

Sound recording and music publishing

Creation	Production	Manufacturing	Distribution	Support services
71113 Musical groups and artists	51221 Record production	33461 Manufacturing and reproducing magnetic and optical media	41444 Sound recording wholesalers (rack-jobbers)	45114 Musical instruments and supplies stores
71151 Independent artists, writers, performers	51222 Integrated record production and distribution	51222 Integrated record production and distribution	45122 Pre-recorded tape, compact disc and record stores	61161 Fine arts schools
	51224 Sound recording studios	51223 Music publishers – publishing and printing combined	51222 Integrated record production and distribution	71141 Agents and managers for artists, athletes, entertainers and other public figures
	7113 Promoters (presenters) of performing arts, sports and similar events			81321 Grant making and giving services
				81331 Social advocacy organizations
				8139 Business, professional, labour and other membership organizations

Performing arts

Creation	Production	Manufacturing	Distribution	Support services
71113 Musical groups and artists	71111 Theatre companies (including musical theatre and opera companies) and dinner theatres		711321 Performing arts promoters (presenters) without facilities	45114 Musical instruments and supplies stores
71151 Independent artists, writers, performers	71112 Dance companies			61161 Fine arts schools
	71119 Other performing arts companies (including circuses, magic shows, ice shows, puppet theatre, mime shows)			71141 Agents and managers for artists, athletes, entertainers and other public figures
	711311 Live theatre and other performing arts producers (presenters) with facilities			81321 Grant making and giving services
				81331 Social advocacy organizations
				8139 Business, professional, labour and other membership organizations

Visual art (original art)

Creation	Production	Manufacturing	Distribution	Support services
71151 Independent artists, writers, performers			45392 Art dealers – Retailing of original works of art	61161 Fine arts schools
				81321 Grant making and giving services
				81331 Social advocacy organizations
				8139 Business, professional, labour and other membership organizations

The Culture Sector – continued

Visual art – other (non-core)

Creation	Production	Manufacturing	Distribution	Support services
71151 Independent artists, writers, performers	32711 Pottery, ceramics and plumbing fixture manufacturing Includes organizations engaged in the mass-production of collector plates (Bradford Exchange, Franklin Mint, etc.) and figurines, statues and statuettes: china, porcelain, ceramic, wood, metal).	323113 Commercial screen printing Includes establishments engaged in the manufacturing of mass-produced visual arts goods.	45392 Art dealers - Retailing of original works of art	61161 Fine arts schools 81321 Grant making and giving services 81331 Social advocacy organizations 8139 Business, professional, labour and other membership organizations

Architecture (non-core)

Creation	Production	Manufacturing	Distribution	Support services
54131 Architectural services 54132 Landscape architectural services				81321 Grant making and giving services 81331 Social advocacy organizations 8139 Business, professional, labour and other membership organizations

Photography

Creation	Production	Manufacturing	Distribution	Support services
54192 Photographic services	812921 Photo finishing laboratories (except one hour)		45392 Art dealers - Retailing of original works of art	61161 Fine arts schools 81321 Grant making and giving services 81331 Social advocacy organizations 8139 Business, professional, labour and other membership organizations

Design (non-core)[1]

Creation	Production	Manufacturing	Distribution	Support services
54141 Interior design services 54142 Industrial design services 54143 Graphic design services 54149 Other specialized design services				

The Culture Sector – concluded

Advertising (non-core)

Creation[2]	Production	Manufacturing	Distribution	Support services
54143 Graphics design services	54181 Advertising agencies		54183 Media buying agencies	
541899 All other services related to advertising	54185 Display advertising		54184 Media representatives	
	54186 Direct mail advertising		54187 Advertising material distribution services	
	541891 Specialized advertising distributors		541899 All other services related to advertising	

Festivals

Creation	Production	Manufacturing	Distribution	Support services
7111 Performing arts companies	711322 Festivals without facilities			81321 Grant making and giving services
71113 Musical groups and artists				81331 Social advocacy organizations
				8139 Business, professional, labour and other membership organizations

Heritage

Creation	Production	Manufacturing	Distribution	Support services
	71211 Museums			81321 Grant making and giving services
	71212 Heritage and historic sites			81331 Social advocacy organizations
	71213 Zoos and botanical gardens			8139 Business, professional, labour and other membership organizations
	71219 Other heritage institutions			

Other information services

Creation	Production	Manufacturing	Distribution	Support services
51911 News syndicates	519121 Libraries			81321 Grant making and giving services
	519122 Archives			81331 Social advocacy organizations
				8139 Business, professional, labour and other membership organizations

1. The cultural output of this industry – the design – is an intermediate input to a non-cultural output. In this instance, production, manufacturing, distribution and support services are not appropriate.
2. A number of industries in production are also involved in creation, including advertising agencies, direct mail advertising and display advertising.

Appendix F: North American Industry Classification System (NAICS) definitions

323113 Commercial Screen Printing

This Canadian industry comprises establishments primarily engaged in commercial printing using silk-screen printing equipment. Establishments in this Canadian industry typically have a pre-press capability, for example, to cut stencils. Typically, these establishments print on clothing; or produce paper documents of a graphical nature, such as pictures and large-format sign-type lettering.

Exclusion(s): Establishments primarily engaged in:

- silk-screen printing on textile fabrics (313310, Textile and Fabric Finishing)

323114 Quick Printing

This Canadian industry comprises establishments primarily engaged in commercial printing using small offset printers and/or non-impact printers. Establishments in this Canadian industry typically have a pre-press capability.

Exclusion(s): Establishments primarily engaged in:

- printing using simple electrostatic printers, such as office-type photocopiers (561430, Business Service Centres)

323115 Digital Printing

This Canadian industry comprises establishments primarily engaged in digital printing. These establishments use computer-controlled non-impact (electrostatic, ink jet, spray jet) printing equipment. The image to be printed is input to the printer as a computer file (not simply scanned in and digitized by the printer itself). Establishments in this Canadian industry typically have extensive pre-press operations, including specialized scanners and colour-separation equipment. Typically, these establishments print documents of a high-resolution, graphical nature.

Exclusion(s): Establishments primarily engaged in:

- printing using simple electrostatic printers, such as office-type photocopiers (561430, Business Service Centres)

323120 Support Activities for Printing

This Canadian industry comprises establishments primarily engaged in providing support services to commercial printers, such as pre-press and bindery work.

32711 Pottery, Ceramics and Plumbing Fixture Manufacturing

This industry comprises establishments primarily engaged in shaping, moulding, glazing and firing pottery, ceramics and plumbing fixtures. These products may be made of clay or other materials with similar properties. Establishments that fire and decorate white china (whiteware) for the trade are included.

33461 Manufacturing and Reproducing Magnetic and Optical Media

This industry comprises establishments primarily engaged in manufacturing magnetic and optical media, and the mass reproduction of recordings on such media. The media include audio and video tapes, diskettes, hard disk media and CD-ROMs. The products of the industry are blank media; and software (shrink-wrapped), audio, video, and multimedia products recorded on these media.

Exclusion(s): Establishments primarily engaged in:

- designing, developing or publishing pre-packaged software or documentation, and publishing and reproducing software in integrated facilities (51121, Software Publishers)
- audio and video producing and publishing, including the production of masters or matrices of recordings, and publishing and reproducing audio, video and film materials in integrated facilities (512, Motion Picture and Sound Recording Industries)

41442 Book, Periodical and Newspaper Wholesaler-Distributors

This industry comprises establishments primarily engaged in wholesaling books, periodicals and newspapers, including textbooks, dictionaries and encyclopaedias.

41444 Sound Recording Wholesalers

This industry comprises establishments primarily engaged in wholesaling sound recordings in any format, including cassette and CD. These establishments engage in buy-and-sell distribution, including the distribution of imported CDs and cassettes, and they may be known as "rack-jobbers" or "one-stop" distributors.

Exclusion(s): Establishments primarily engaged in:

- wholesaling music videos (41445, Video Cassette Wholesalers)
- releasing, promoting and distributing sound recordings from masters produced by the establishment or bought, leased or licensed from another establishment (51222, Integrated Record Production/ Distribution)

41445 Video Cassette Wholesalers

This industry comprises establishments primarily engaged in wholesaling pre-recorded video cassettes.

Exclusion(s): Establishments primarily engaged in:

- wholesaling blank video cassettes (41791, Office and Store Machinery and Equipment Wholesaler-Distributors)

45114 Musical Instrument and Supplies Stores

This industry comprises establishments primarily engaged in retailing new musical instruments, sheet music and related supplies. These establishments may also rent and repair musical instruments.

Exclusion(s): Establishments primarily engaged in:

- retailing musical recordings (45122, Pre-Recorded Tape, Compact Disc and Record Stores)
- renting, without retailing, musical instruments (53229, Other Consumer Goods Rental)
- repairing, without retailing, musical instruments (81149, Other Personal and Household Goods Repair and Maintenance)

45121 Book Stores and News Dealers

This industry comprises establishments primarily engaged in retailing new books, newspapers, magazines and other periodicals.

Exclusion(s): Establishments primarily engaged in:

- selling newspapers, magazines, and other periodicals via electronic shopping, mail-order or direct sale (454, Non-Store Retailers)
- delivering newspapers to homes (45439, Other Direct Selling Establishments)

45122 Pre-Recorded Tape, Compact Disc and Record Stores

This industry comprises establishments primarily engaged in retailing new audio and video recordings in any format/medium.

Exclusion(s): Establishments primarily engaged in:

- computer software retailing (44312, Computer and Software Stores)
- retailing pre-recorded tapes, compact discs and records by mail-order (45411, Electronic Shopping and Mail-Order Houses)

45392 Art Dealers

This industry comprises establishments primarily engaged in retailing original and limited edition art works. Establishments primarily engaged in the exhibition of native art and art carvings for retail sale are also included.

Exclusion(s): Establishments primarily engaged in:

- retailing art reproductions (44229, Other Home Furnishings Stores)
- operating non-commercial art galleries (71211, Museums)

51111 Newspaper Publishers

This industry comprises establishments, known as newspaper publishers, primarily engaged in carrying out operations necessary for producing and distributing newspapers, including gathering news; writing news columns, feature stories and editorials; and selling and preparing advertisements. These establishments may publish newspapers in print or electronic form.

Exclusion(s): Establishments primarily engaged in:

- printing, but not publishing, newspapers (32311, Printing)
- publishing newspapers exclusively on the Internet (51611, Internet Publishing and Broadcasting)
- supplying information, such as news, reports and pictures, to the news media (51911, News Syndicates)
- selling media time or space for media owners (54184, Media Representatives)

51112 Periodical Publishers

This industry comprises establishments, known as magazine or periodical publishers, primarily engaged in carrying out operations necessary for producing and distributing magazines and other periodicals, including gathering, writing, soliciting and editing articles, and preparing and selling advertisements. Periodicals are published at regular intervals, typically on a weekly, monthly or quarterly basis. These periodicals may be published in printed or electronic form.

Exclusion(s): Establishments primarily engaged in:

- printing, but not publishing, periodicals (32311, Printing)
- publishing newspapers (51111, Newspaper Publishers)
- publishing directories and databases (i.e., establishments known as publishers) (51114, Directory and Mailing List Publishers)
- publishing sheet music (51223, Music Publishers)
- publishing periodicals exclusively on the Internet (51611, Internet Publishing and Broadcasting)

51113 Book Publishers

This industry comprises establishments, known as book publishers, primarily engaged in carrying out various design, editing and marketing activities necessary for producing and distributing books of all kinds, such as text books; technical, scientific and professional books; and mass market paperback books. These books may be published in print, audio or electronic form.

Exclusion(s): Establishments primarily engaged in:

- printing, but not publishing, books (32311, Printing)
- direct selling, but not publishing, books, e.g. book clubs (4541, Electronic Shopping and Mail-Order Houses)
- publishing music books (51223, Music Publishers)
- publishing books exclusively on the Internet (51611, Internet Publishing and Broadcasting)

51119 Other Publishers

This industry comprises establishments, not classified to any other industry, primarily engaged in publishing other works such as calendars, colouring books, greeting cards and posters.

Exclusion(s): Establishments primarily engaged in:

- publishing newspapers (51111, Newspaper Publishers)
- publishing magazines and periodicals (51112, Periodical Publishers)
- publishing books, maps and atlases (51113, Book Publishers)
- publishing directories and mailing lists (51114, Directory and Mailing List Publishers)
- publishing music (51223, Music Publishers)
- publishing other works, such as calendars and greeting cards exclusively on the Internet (51611, Internet Publishing and Broadcasting)

512110 Motion Picture and Video Production

This Canadian industry comprises establishments primarily engaged in producing, or producing and distributing, motion pictures, videos, television programs or commercials.

51212 Motion Picture and Video Distribution

This industry comprises establishments primarily engaged in acquiring distribution rights and distributing film and video productions to motion picture theatres, television networks and stations, and other exhibitors.

Exclusion(s): Establishments primarily engaged in:

- mass duplication of pre-recorded audio and video tapes, cassettes, diskettes, DVDs and CD-ROMs (33461, Manufacturing and Reproducing Magnetic and Optical Media)
- wholesaling pre-recorded video cassettes and discs (41445, Video Cassette Wholesalers)
- retailing video cassettes and discs (45122, Pre-Recorded Tape, Compact Disc and Record Stores)
- both producing and distributing motion pictures and videos (51211, Motion Picture and Video Production)
- providing motion picture and video stock footage (via libraries) to producers, the media, multimedia and advertising industries (51219, Post-Production and Other Motion Picture and Video Industries)
- operating film and video archives whose primary purpose is preservation (51912, Libraries and Archives)
- renting video cassettes and discs to the general public (53223, Video Tape and Disc Rental)

51213 Motion Picture and Video Exhibition

This industry comprises establishments primarily engaged in exhibiting motion pictures. Establishments primarily engaged in providing occasional motion picture exhibition services, such as those provided during film festivals, are also included.

51219 Post-Production and Other Motion Picture and Video Industries

This industry comprises establishments, not classified to any other industry, primarily engaged in providing post-production services and

services to the motion picture and video industries, including specialized motion picture or video post-production services, such as editing, film/tape transferring, dubbing, subtitling, creating credits, closed captioning, and producing computer graphics, animation and special effects, as well as developing and processing motion picture films.

Exclusion(s): Establishments primarily engaged in:

- mass duplication of pre-recorded video cassettes and DVDs (33461, Manufacturing and Reproducing Magnetic and Optical Media)
- providing audio services for film, television, and video productions (51224, Sound Recording Studios)
- operating film and video archives whose primary purpose is preservation (51912, Libraries and Archives)
- renting wardrobes and costumes (53222, Formal Wear and Costume Rental)
- renting studio equipment (53249, Other Commercial and Industrial Machinery and Equipment Rental and Leasing)
- casting actors and actresses with production companies (56131, Employment Placement Agencies)

51221 Record Production

This industry comprises establishments primarily engaged in record production. These establishments contract with musical artists, and arrange and finance the production of original master recordings. Establishments in this industry hold the copyright to the master recording and derive most of their revenues from selling, leasing, and licensing master recordings. Establishments in this industry do not have their own duplication or distribution capabilities.

Exclusion(s):

- independent record producers hired on contract (71151, Independent Artists, Writers and Performers)

and establishments primarily engaged in:

- mass duplication of sound recordings (33461, Manufacturing and Reproducing Magnetic and Optical Media)
- wholesaling (distribution of finished products, bought for resale, including imports) sound recordings (41444, Sound Recording Wholesalers)
- releasing, promoting and distributing sound recordings (51222, Integrated Record Production/Distribution)
- promoting and authorizing the use of musical works in various media (51223, Music Publishers)
- providing facilities and technical expertise for recording musical performances (51224, Sound Recording Studios)
- managing artist careers (71141, Agents and Managers for Artists, Athletes, Entertainers and Other Public Figures)

51222 Integrated Record Production/Distribution

This industry comprises establishments primarily engaged in releasing, promoting and distributing sound recordings. Establishments in this industry manufacture or arrange for the manufacture of recordings, such as audio tapes/cassettes and compact discs, and promote and distribute these products to wholesalers, retailers or directly to the public. These establishments produce master recordings themselves, or obtain reproduction and/or distribution rights to master recordings produced by record production companies or other integrated record companies.

Exclusion(s): Establishments primarily engaged in:

- mass duplication of sound recordings (33461, Manufacturing and Reproducing Magnetic and Optical Media)
- wholesaling (distribution of finished products, bought for resale, including imports) sound recordings (41444, Sound Recording Wholesalers)
- record production, including contracting with musical artists, arranging and financing the production of original master recordings, and marketing the reproduction rights (51221, Record Production)
- providing facilities and technical expertise for recording musical performances (51224, Sound Recording Studios)

512230 Music Publishers

This Canadian industry comprises establishments primarily engaged in acquiring and registering copyrights in musical compositions, in accordance with the law, and promoting and authorizing the use of these compositions in recordings, on radio and television, in motion pictures, live performances, print, multimedia or other media. Establishments in this industry represent the interests of songwriters or other owners of musical compositions in generating revenues from the use of such works, generally through licensing agreements. These establishments may own the copyright or act as administrator of the music copyrights on behalf of copyright owners.

51224 Sound Recording Studios

This industry comprises establishments primarily engaged in providing the facilities and technical expertise for recording musical performances. Establishments in this industry may also provide audio production or post-production services for producing master recordings, and audio services for film, television and video productions.

Exclusion(s): Establishments primarily engaged in:

- mass duplication of sound recordings (33461, Manufacturing and Reproducing Magnetic and Optical Media)
- record production, including contracting with musical artists, arranging and financing the production of original master recordings, and marketing the reproduction rights (51221, Record Production)
- releasing, promoting and distributing sound recordings (51222, Integrated Record Production/Distribution)

51511 Radio Broadcasting

This industry comprises establishments primarily engaged in operating broadcasting studios and facilities for the production and transmission of radio programs to its affiliates or the public. The radio broadcasts may include entertainment, news, talk shows and other programs.

51512 Television Broadcasting

This industry comprises establishments primarily engaged in operating broadcasting studios and facilities for the production, and over-the-air transmission to the public, of a variety of television programs. Programming may originate in their own studios, from an affiliated network or from external sources.

Exclusion(s): Establishments primarily engaged in:

- producing television programs without broadcasting (51211, Motion Picture and Video Production)
- broadcasting television programs in a defined and limited format via operators of cable or satellite distribution systems (51521, Pay and Specialty Television)
- broadcasting television programs exclusively on the Internet (51611, Internet Publishing and Broadcasting)
- delivering programs to subscribers by cable or satellite systems (51751, Cable and Other Program Distribution)

5152 Pay and Specialty Television

This industry group comprises establishments primarily engaged in broadcasting television programs, in a defined and limited format, via operators of cable and satellite distribution systems. The programming is delivered to subscribers by operators of cable or satellite distribution systems.

51611 Internet Publishing and Broadcasting

This industry comprises establishments exclusively engaged in publishing and/or broadcasting content on the Internet. Establishments in this industry provide textual, audio, and/or video content of general or specific interest. These establishments do not provide traditional (non-Internet) versions of the content that they publish or broadcast.

Exclusion(s): Establishments primarily engaged in:

- providing Internet publishing and other print or electronic editions (511, Publishing Industries (except Internet))
- providing Internet access (Internet Service Providers), operating web search portals, and providing streaming services on content owned by others (518, Internet Service Providers, Web Search Portals, and Data Processing Services)

5175 Cable and Other Program Distribution

This industry group comprises establishments primarily engaged in distributing television and radio programs, to subscribers, via cable or satellite distribution systems. These establishments deliver programming that originates from television and radio broadcasters, and pay and specialty channels. These establishments may also provide other services,

such as interactive television, information services and tele-banking services.

51911 News Syndicates

This industry comprises establishments primarily engaged in supplying information, such as news reports, articles, pictures and features to the news media.

Exclusion(s):

- independent correspondents and free-lance news journalists (71151, Independent Artists, Writers and Performers)

519121 Libraries

This Canadian industry comprises establishments primarily engaged in maintaining collections and facilitating the use of such documents (regardless of its physical form and characteristics) as are required to meet the informational, research, educational or recreational needs of their users.

Exclusion(s): Establishments primarily engaged in:

- retailing books (45121, Book Stores and News Dealers)
- providing motion picture and video stock footage (via libraries) to producers, the media, multimedia and advertising industries (51219, Post-Production and Other Motion Picture and Video Industries)

519122 Archives

This Canadian industry comprises establishments primarily engaged in acquiring, researching, storing, and making accessible to the public, original historical documents, photographs, maps, audio or audio-visual material, and other archival materials of historical interest. Cinematheques, videotheques, and other film and video archives whose primary purpose is the preservation of archival audio-visual material, are included.

Exclusion(s): Establishments primarily engaged in:

- providing motion picture and video stock footage (via libraries) to producers, the media, multimedia and advertising industries (51219, Post-Production and Other Motion Picture and Video Industries)

53223 Video Tape and Disc Rental

This industry comprises establishments primarily engaged in renting pre-recorded video tapes and discs to the general public.

Exclusion(s): Establishments primarily engaged in:

- retailing pre-recorded video tapes and discs (45122, Pre-Recorded Tape, Compact Disc and Record Stores)
- distributing motion pictures and videos to movie theatres and other distributors (51212, Motion Picture and Video Distribution)
- renting video recorders and players (53221, Consumer Electronics and Appliance Rental)

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54131 Architectural Services

This industry comprises establishments primarily engaged in planning and designing the construction of residential, institutional, leisure, commercial and industrial buildings and other structures by applying knowledge of design, construction procedures, zoning regulations, building codes and building materials.

Exclusion(s): Establishments primarily engaged in:

- both the design and construction of buildings, highways or other structures (23, Construction)
- managing construction projects (236, Heavy and Civil Engineering Construction, 237, Construction of Buildings)
- planning and designing landscapes (54132, Landscape Architectural Services)

54132 Landscape Architectural Services

This industry comprises establishments primarily engaged in planning, designing and administering the development of land areas for projects such as parks and other recreational areas, airports, highways, hospitals, schools, land subdivisions, and commercial, industrial and residential areas by applying knowledge of land characteristics, location of buildings and structures, use of land areas, and design of landscape projects.

Exclusion(s): Establishments primarily engaged in:

- operating retail nursery and garden centres that also provide landscape consulting and design services (44422, Nursery Stores and Garden Centres)
- designing, installing and maintaining the materials specified in the design as part of an integrated service (56173, Landscaping Services)

54141 Interior Design Services

This industry comprises establishments primarily engaged in planning, designing and administering projects in interior spaces to meet the physical and aesthetic needs of people, taking into consideration building codes, health and safety regulations, traffic patterns and floor planning, mechanical and electrical needs, and interior fittings and furniture. Interior designers and interior design consultants work in areas such as hospitality design, health care design, institutional design, commercial and corporate design and residential design. This industry also includes interior decorating consultants engaged exclusively in providing aesthetic services associated with interior spaces.

Exclusion(s): Establishments primarily engaged in:

- selling furniture and furnishings at retail or wholesale locations that also provide interior design or decorating services (41, Retail Trade, 44-45, Wholesale Trade)

54142 Industrial Design Services

This industry comprises establishments primarily engaged in creating and developing designs and specifications that optimize the function, value and appearance of products. These services can include the determination of the materials, construction, mechanisms, shape, colour, and surface finishes of the product, taking into consideration human

needs, safety, market appeal and efficiency in production, distribution, use and maintenance.

Exclusion(s): Establishments primarily engaged in:

- designing, subcontracting the manufacturing and marketing of products (31-33, Manufacturing)
- applying principles of engineering in the design, development and utilization of machines, materials, instruments, structures, processes and systems (54133, Engineering Services)
- designing clothing, shoes and jewellery (54149, Other Specialized Design Services)

54143 Graphic Design Services

This industry comprises establishments primarily engaged in planning, designing and managing the production of visual communication, so as to convey specific messages or concepts, clarify complex information or project visual identities. These services can include the design of printed materials, packaging, video screen displays, advertising, signage systems and corporate identification.

Exclusion(s): Establishments primarily engaged in:

- printing (32311, Printing)
- publishing newspapers, periodicals, books, databases, software and related works (511, Publishing Industries (except Internet))
- producing animated films (51211, Motion Picture and Video Production)
- providing advice concerning marketing strategies (54161, Management Consulting Services)
- creating and placing advertising campaigns in media (54181, Advertising Agencies)
- purchasing advertising time or space from media owners and reselling it directly to advertising agencies or advertisers (54183, Media Buying Agencies)
- creating and/or placing public display advertising material (54185, Display Advertising)
- providing photography services (54192, Photographic Services)
- creating cartoons and visual art (71151, Independent Artists, Writers and Performers)

54149 Other Specialized Design Services

This industry comprises establishments, not classified to any other industry, primarily engaged in providing professional design services.

Exclusion(s): Establishments primarily engaged in:

- providing architectural design services (54131, Architectural Services)
- providing landscape architectural design services (54132, Landscape Architectural Services)
- providing engineering design services (54133, Engineering Services)
- providing interior design services (54141, Interior Design Services)

- providing industrial design services (54142, Industrial Design Services)
- providing graphic design services (54143, Graphic Design Services)
- providing computer systems design services (54151, Computer Systems Design and Related Services)

54181 Advertising Agencies

This industry comprises establishments primarily engaged in creating advertising campaigns and placing such advertising in periodicals and newspapers, on radio and television, or with other media. These establishments are organized to provide a full range of services (through in-house capabilities or subcontracting), including advice, creative services, account management, media planning and buying, and production of advertising material.

Exclusion(s): Establishments primarily engaged in:

- conceptualizing and producing graphic designs, but not placing the advertising with media (54143, Graphic Design Services)
- providing marketing consulting services (54161, Management Consulting Services)
- purchasing advertising space from media outlets and reselling it to advertising agencies or individual companies directly (54183, Media Buying Agencies)
- selling media time or space for media owners (54184, Media Representatives)
- creating direct mail advertising campaigns (54186, Direct Mail Advertising)
- writing advertising copy, but not placing the advertising with media (54189, Other Services Related to Advertising)

54183 Media Buying Agencies

This industry comprises establishments primarily engaged in purchasing advertising time or space from media owners and reselling it directly to advertising agencies or advertisers.

Exclusion(s): Establishments primarily engaged in:

- creating and placing advertising campaigns in media (54181, Advertising Agencies)
- selling time and space to advertisers for media owners (54184, Media Representatives)

54184 Media Representatives

This industry comprises establishments primarily engaged in selling media time or space for media owners.

Exclusion(s): Establishments primarily engaged in:

- creating and placing advertising campaigns in media (54181, Advertising Agencies)
- purchasing advertising time or space from media owners and reselling it directly to advertising agencies or advertisers (54183, Media Buying Agencies)

54185 Display Advertising

This industry comprises establishments primarily engaged in creating public display advertising material, such as printed, painted, or electronic displays, and placing such displays on indoor or outdoor billboards and panels, on or within transit vehicles or facilities, in shopping mall displays, and on other display structures or sites.

Exclusion(s): Establishments primarily engaged in:

- erecting display boards (23, Construction)
- manufacturing electrical, mechanical or plate signs, and point-of-sale advertising displays (33995, Sign Manufacturing)

54186 Direct Mail Advertising

This industry comprises establishments primarily engaged in creating and designing direct mail advertising campaigns, and preparing advertising material for mailing or other direct distribution. These establishments may also compile, maintain, sell and rent mailing lists.

Exclusion(s): Establishments primarily engaged in:

- compiling and selling mailing lists, without also providing direct mail advertising services (51114, Directory and Mailing List Publishers)
- creating and placing advertising campaigns in media (54181, Advertising Agencies)
- the door-to-door distribution or delivery of advertising materials or samples (54187, Advertising Material Distribution Services)
- distributing advertising specialties (54189, Other Services Related to Advertising)

54187 Advertising Material Distribution Services

This industry comprises establishments primarily engaged in the distribution or delivery, except by mail or electronic distribution, of advertising materials or samples.

Exclusion(s): Establishments primarily engaged in:

- providing direct mail advertising services (54186, Direct Mail Advertising)
- distributing advertising specialties (54189, Other Services Related to Advertising)

541891 Specialty Advertising Distributors

This Canadian industry comprises establishments primarily engaged in creating, and organizing the production of, promotional messages applied to specialty advertising products, such as wearables, writing instruments, calendars, desk accessories, buttons, badges and stickers. These establishments act as intermediaries between clients (who distribute the products free-of-charge) and specialty advertising product suppliers.

541899 All Other Services Related to Advertising

This Canadian industry comprises establishments, not classified to any other Canadian industry, primarily engaged in providing advertising related services.

Exclusion(s): Establishments primarily engaged in:

- creating and placing advertising campaigns in media (541810, Advertising Agencies)
- creating and implementing public relations campaigns (541820, Public Relations Services)
- purchasing advertising time or space from media owners and reselling it directly to advertising agencies or advertisers (541830, Media Buying Agencies)
- selling time and space to advertisers for media owners (541840, Media Representatives)
- creating and/or placing public display advertising material (541850, Display Advertising)
- providing direct mail advertising services (541860, Direct Mail Advertising)
- the door-to-door distribution or delivery of advertising materials or samples (541870, Advertising Material Distribution Services)

54192 Photographic Services

This industry comprises establishments primarily engaged in providing still, video or computer photography services, including the video taping of special events. These establishments may specialize in a particular field of photography, such as aerial photography, commercial and industrial photography, portrait photography and special event photography.

Exclusion(s): Establishments primarily engaged in:

- producing commercial, institutional or educational films and videos (51211, Motion Picture and Video Production)
- developing motion picture films (51219, Post-Production and Other Motion Picture and Video Industries)
- supplying photographs to the news media (51911, News Syndicates)
- taking, developing and selling artistic photographs (71151, Independent Artists, Writers and Performers)
- developing still photographs (81292, Photo Finishing Services)
- supplying and servicing automatic photography machines in places of business operated by others (81299, All Other Personal Services)

61161 Fine Arts Schools

This industry comprises establishments primarily engaged in providing instruction in the arts, including art (except commercial and graphic arts), dance, drama, music and photography (except commercial photography). Professional dance schools are also included.

Exclusion(s): Establishments primarily engaged in:

- providing high school education with fine arts instruction (61111, Elementary and Secondary Schools)
- fine arts instruction at the associate degree level (61121, Community Colleges and CEGEPs)

- fine arts instruction at the degree level (61131, Universities)
- commercial and graphic art and commercial photography instruction (61151, Technical and Trade Schools)

7111 Performing Arts Companies

This industry group comprises establishments primarily engaged in producing live presentations that involve the performances of actors and actresses, singers, dancers, musical groups and artists, and other performing artists. Examples of establishments in this industry group are theatre companies, dance companies, musical groups and artists, circuses and ice-skating shows.

Exclusion(s):

- establishments primarily engaged in organizing and promoting, but not producing, such presentations, whether or not they operate their own facilities (7113, Promoters (Presenters) of Performing Arts, Sports and Similar Events)
- independent performing artists (71151, Independent Artists, Writers and Performers)

71111 Theatre Companies and Dinner Theatres

This industry comprises establishments primarily engaged in producing live presentations that involve the performances of actors and actresses, opera singers and other vocalists. Included are theatre companies that operate their own facilities, primarily for the staging of their own productions, as well as establishments, known as dinner theatres, engaged in producing live theatrical entertainment and in providing food and beverages for consumption on the premises. Examples of establishments in this industry are theatre companies, opera companies, musical theatre companies, community theatres, multidisciplinary theatres, puppet theatres, mime theatres and comedy troupes.

Exclusion(s):

- freelance musicians and vocalists (71113, Musical Groups and Artists)
- freelance producers and performing artists (71151, Independent Artists, Writers and Performers)

and establishments primarily engaged in:

- organizing and promoting, but not producing, performing arts productions (7113, Promoters (Presenters) of Performing Arts, Sports and Similar Events)
- providing food and beverages for consumption on the premises and that also present live entertainment, such as comedy clubs (except dinner theatres) (722, Food Services and Drinking Places)

71112 Dance Companies

This industry comprises establishments primarily engaged in producing live presentations that involve the performances of dancers. Dance companies that operate their own facilities, primarily for the staging of their own production, are included.

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Exclusion(s):

– free-lance producers and dancers (71151, Independent Artists, Writers and Performers)

and establishments primarily engaged in:

– organizing and promoting, but not producing, dance productions (7113, Promoters (Presenters) of Performing Arts, Sports and Similar Events)

– providing food and beverages for consumption on the premises and that also present live dance entertainment, such as exotic dance clubs (722, Food Services and Drinking Places)

71113 Musical Groups and Artists

This industry comprises establishments primarily engaged in producing live presentations that involve the performances of musicians and/or vocalists. Establishments in this industry may consist of groups or individual artists. Examples of establishments in this industry are chamber and symphony orchestras, country music groups, jazz music groups, and pop and rock music groups, as well as independent musicians and vocalists.

Exclusion(s):

– agents and managers for musical groups and artists (71141, Agents and Managers for Artists, Athletes, Entertainers and Other Public Figures)

– freelance producers (71151, Independent Artists, Writers and Performers)

and establishments primarily engaged in:

– producing theatrical, musical and opera productions (71111, Theatre Companies and Dinner Theatres)

– organizing and promoting, but not producing, concerts and other musical performances (7113, Promoters (Presenters) of Performing Arts, Sports and Similar Events)

– providing food and beverages for consumption on the premises and also presenting live musical entertainment, such as night clubs (722, Food Services and Drinking Places)

71119 Other Performing Arts Companies

This industry comprises establishments, not classified to any other industry, primarily engaged in producing live performing arts presentations.

Exclusion(s):

– musical groups and independent musicians and vocalists (71113, Musical Groups and Artists)

– freelance producers and independent performing artists (71151,Independent Artists, Writers and Performers)

and establishments primarily engaged in:

– producing musicals, plays, operas, and puppet and mime shows (71111,Theatre Companies and Dinner Theatres)

- producing dance performances (71112, Dance Companies)
- organizing and promoting, but not producing, ice shows, circuses and other live performing arts presentations (7113, Promoters (Presenters) of Performing Arts, Sports and Similar Events)
- providing food and beverages for consumption on the premises and also presenting live entertainment, such as comedy clubs (722, Food Services and Drinking Places)

7113 Promoters (Presenters) of Performing Arts, Sports and Similar Events

This industry group comprises establishments primarily engaged in organizing and promoting performing arts productions, sports events and similar events, such as festivals. Establishments in this industry group may operate arenas, stadiums, theatres or other related facilities, or they may present these events in facilities operated by others.

Exclusion(s): Establishments primarily engaged in:

- producing live presentations that involve the performances of actors and actresses, singers, dancers, musical groups and artists, whether or not they operate their own facilities (7111, Performing Arts Companies)
- operating professional, semi-professional or amateur sports teams that present sporting events to the public, whether or not they operate their own facilities (71121, Spectator Sports)

711311 Live Theatres and Other Performing Arts Presenters with Facilities

This Canadian industry comprises establishments primarily engaged in operating live theatres and other arts facilities, and organizing and promoting performing arts productions held in these facilities. Theatre festivals with facilities are included.

Exclusion(s): Establishments primarily engaged in:

- promoting and presenting film festivals (512130, Motion Picture and Video Exhibition)
- producing theatrical performances in their own facilities, including dinner theatres and theatre festivals (71111, Theatre Companies and Dinner Theatres)

711321 Performing Arts Promoters (Presenters) without Facilities

This Canadian industry comprises establishments primarily engaged in organizing and promoting performing arts productions in facilities operated by others.

Exclusion(s): Establishments primarily engaged in:

- producing live theatre, dance, music or other theatrical presentations, in facilities operated by others (7111, Performing Arts Companies)
- organizing and promoting arts festivals, without facilities, including theatrical and music festivals (711322, Festivals without Facilities)

711322 Festivals without Facilities

This Canadian industry comprises establishments primarily engaged in organizing and promoting festivals in facilities operated by others.

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Exclusion(s): Establishments primarily engaged in:

- organizing and promoting film festivals (51213, Motion Picture and Video Exhibition)
- producing theatrical festivals in their own facilities (71111, Theatre Companies and Dinner Theatres)

71141 Agents and Managers for Artists, Athletes, Entertainers and Other Public Figures

This industry comprises establishments primarily engaged in representing or managing creative and performing artists, sports figures, entertainers, and celebrities. These establishments represent their clients in contract negotiations, manage or organize the client's financial affairs, and generally promote the careers of their clients.

Exclusion(s): Establishments primarily engaged in:

- recruiting and placing models for clients, known as model registries (56131, Employment Placement Agencies)
- supplying models to clients (56132, Temporary Help Services)

71151 Independent Artists, Writers and Performers

This industry comprises independent individuals (free-lance) primarily engaged in performing in artistic productions, creating artistic and cultural works or productions, or providing technical expertise necessary for these productions. Independent celebrities, such as athletes, engaging in endorsement, speaking and similar services, are included.

Exclusion(s):

- artisans and crafts persons, other than visual artists (31-33, Manufacturing)
- independent graphic designers (54143, Graphic Design Services)
- independent musicians and vocalists (71113, Musical Groups and Artists)
- agents and managers for artists and entertainers (71141, Agents and Managers for Artists, Athletes, Entertainers and Other Public Figures)

71211 Museums

This industry comprises establishments primarily engaged in acquiring, conserving, interpreting, and exhibiting permanent collections of objects of historical, cultural and educational value.

71212 Historic and Heritage Sites

This industry comprises establishments primarily engaged in maintaining, protecting and making accessible for public viewing, sites, buildings, forts or communities that illustrate events or persons of particular historical interest.

71213 Zoos and Botanical Gardens

This industry comprises establishments primarily engaged in constructing and maintaining displays of live plant and animal life for public viewing.

71219 **Other Heritage Institutions**

This industry comprises establishments, not classified to any other industry, primarily engaged in operating other heritage institutions. Establishments primarily engaged in operating, maintaining and protecting nature parks, nature reserves or conservation areas, are included.

812921 **Photo Finishing Laboratories (except One-Hour)**

This industry comprises establishments, known as commercial and professional photo finishing laboratories, primarily engaged in developing film and making photographic slides, prints, and enlargements, on a large-scale basis, typically for commercial clients, and providing specialty services not normally available from one-hour photo finishing laboratories.

Exclusion(s):

- laboratories that process film for the motion picture industry (512190, Post-Production and Other Motion Picture and Video Industries)

8132 **Grant-Making and Giving Services**

This industry group comprises establishments primarily engaged in awarding grants from trust funds, or in soliciting contributions on behalf of others, to support a wide range of health, educational, scientific, cultural and other social welfare activities.

8133 **Social Advocacy Organizations**

This industry group comprises establishments primarily engaged in promoting a particular social or political cause intended to benefit a broad or specific constituency. Organizations of this type may also solicit contributions or sell memberships to support their activities.

8139 **Business, Professional, Labour and Other Membership Organizations**

This industry group comprises establishments, not classified to any other industry group, primarily engaged in promoting the interests of their members. Examples of establishments in this industry group are business associations, professional membership organizations, labour organizations and political organizations.

Endnotes

1. GDP for the culture sector and its sub-sectors are calculated mainly using the *Value added* method. Please see Appendix D for further details on these methods.
2. Appendix C shows the creative chain.
3. Statistics Canada (2004).
4. The gross domestic product (GDP) of an industry is the value added by labour and capital when inputs bought from other producers are transformed into outputs. GDP is the result of adding together the value added of all industries in Canada. GDP measures only the value of production originating within the geographic boundaries of Canada, whether the factors of production are owned by Canadians or by non-residents.
5. There are a number of other international studies which have attempted to calculate the impact of culture on national GDP. For example, studies have estimated that culture accounted for 4.5% of Spain's GDP (Gutiérrez del Castillo, 2002), 2.5% of U.S. GDP (Throsby, 1994), 3% of Canadian GDP (SAGIT, 1999) and 3.7% of French GDP (Benhamou, 1996).
6. Statistics Canada (2004).
7. The *SNA* produces key macro indicators (GDP, for example) by integrating various data sources in order to assess the performance of the Canadian economy. Most of the GDP data for culture sub-sectors were obtained from Cansim Table 379-0017. For more information on how the SNA calculates and produces national GDP refer to Statistics Canada (2002).
8. For an explanation on how these surveys are used, see Appendix D.
9. For a definition of various activities, see Text Box 1.
10. Television broadcasting accounted for 81% of all private broadcasting in 2001 in Canada, although this share declined from a high of 84% in 1996. See Appendix A for more details.
11. The *Labour Force Survey (LFS)* is a household survey of about 50,000 households, carried out by Statistics Canada. It is the only source of monthly estimates of total employment including self-employment, full and part-time employment in Canada. The LFS classifies workers to industries using the North American Industry Classification System (NAICS). For occupation, the Standard Occupational Classification (SOC) is used.
12. Other surveys were used when certain SOC or NAICS categories were not available from the LFS.
13. It should be noted that individuals can either work in a culture related occupation in the culture sector, in a culture related occupation outside the culture sector, or in a non culture related occupation in a culture industry. For example, a librarian working in a statistical research firm is a culture employee outside the culture sector, while a window cleaner employed in a library is a non culture employee in the culture sector.
14. There are few international studies which have also looked at the impact of culture on employment. Some of these studies, such as the one done by Gutiérrez del Castillo (2002), found that the culture and leisure industry accounted for approximately 7.8% of all jobs in Spain in 1997. Another study done in Finland found that 4% of all those employed in Finland worked in the culture sector (Manninen, 2002).
15. Non full-time employment includes part-time, contract and freelance work.
16. Please note that "Support services" is not classified to any culture sub-sector.
17. These cultural activities are, in fact, a proxy for culture goods and services. Thus, when we refer to GDP from culture creation activities, for example, we mean the culture GDP arising from establishments engaged in culture creation related activities (culture goods and services related to creation activities).
18. For further explanation, see Statistics Canada (2004).
19. *Value added* is the difference between a good's final value and the value of the other items that went into producing it.
20. NAICS refers to the North American Industry Classification System.
21. SOC refers to Standard Occupational Classification.
22. CANSIM refers to Statistics Canada's socio-economic database, containing tables of socio-economic statistics. They can be accessed at http://cansim2.statcan.ca/

Culture, Tourism and the Centre for Education Statistics

Research Papers

Cumulative Index

Statistics Canada's **Division of Culture, Tourism and the Centre for Education Statistics** develops surveys, provides statistics and conducts research and analysis relevant to current issues in its three areas of responsibility.

The **Culture Statistics Program** creates and disseminates timely and comprehensive information on the culture sector in Canada. The program manages a dozen regular census surveys and databanks to produce data that support policy decision and program management requirements. Issues include the economic impact of culture, the consumption of culture goods and services, government, personal and corporate spending on culture, the culture labour market, and international trade of culture goods and services. Analysis is also published in *Focus on Culture* (87-004-XIE, S8, http://www.statcan.ca:8096/bsolc/english/bsolc?catno=87-004-X).

The **Tourism Statistics Program** provides information on domestic and international tourism. The program covers the Canadian Travel Survey and the International Travel Survey. Together, these surveys shed light on the volume and characteristics of trips and travellers to, from and within Canada. Analysis is also published in *Travel-log* (87-003-XIE, S5, http://www.statcan.ca:8096/bsolc/english/bsolc?catno=87-003-X).

The **Centre for Education Statistics** develops and delivers a comprehensive program of pan-Canadian education statistics and analysis in order to support policy decisions and program management, and to ensure that accurate and relevant information concerning education is available to the Canadian public and to other educational stakeholders. The Centre conducts fifteen institutional and over ten household education surveys. Analysis is also published in *Education Matters* (81-004-XIE, free, http://www.statcan.ca:8096/bsolc/english/bsolc?catno=81-004-X), and in the *Analytical Studies Branch research paper series* (11F0019MIE, free, http://www.statcan.ca:8096/bsolc/english/bsolc?catno=11F0019M).

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81-595-MIE2003002	Canadian education and training services abroad: the role of contracts funded by international financial institution
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81-595-MIE2003005	Linking provincial student assessments with national and international assessments
81-595-MIE2003006	Who goes to post-secondary education and when: Pathways chosen by 20 year-olds
81-595-MIE2003007	Access, persistence and financing: First results from the Postsecondary Education Participation Survey (PEPS)
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81-595-MIE2003009	Issues in the design of Canada's Adult Education and Training Survey
81-595-MIE2003010	Planning and preparation: First results from the Survey of Approaches to Educational Planning (SAEP) 2002
81-595-MIE2003011	A new understanding of postsecondary education in Canada: A discussion paper
81-595-MIE2004012	Variation in literacy skills among Canadian provinces: Findings from the OECD PISA
81-595-MIE2004013	Salaries and salary scales of full-time teaching staff at Canadian universities, 2001-2002: final report
81-595-MIE2004014	In and out of high school: First results from the second cycle of the Youth in Transition Survey, 2002
81-595-MIE2004015	Working and Training: First Results of the 2003 Adult Education and Training Survey
81-595-MIE2004016	Class of 2000: Profile of Postsecondary Graduates and Student Debt
81-595-MIE2004017	Connectivity and ICT integration in Canadian elementary and secondary schools: First results from the Information and Communications Technologies in Schools Survey, 2003-2004

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81-595-MIE2004018	Education and labour market pathways of young Canadians between age 20 and 22: an Overview
81-595-MIE2004019	Salaries and salary scales of full-time teaching staff at Canadian universities, 2003-2004
81-595-MIE2004020	Culture Goods Trade Estimates: Methodology and Technical Notes
81-595-MIE2004021	Canadian Framework for Culture Statistics
81-595-MIE2004022	Summary public school indicators for the provinces and territories, 1996-1997 to 2002-2003
81-595-MIE2004023	Economic Contribution of Culture in Canada